

PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS



VOL. CLXVII, No. 7

NEW YORK, MAY 17, 1934

10c A COPY

"He runs FAR that NEVER TURNS"

TWENTY-TWO YEARS AGO the housewifely satisfaction of a clean, sparkling toilet bowl was possible only at the cost of much arduous scouring and scrubbing.

Below the trap, where brush or hand could not reach, the threat of insanitation constantly lurked.

Where water was hard, incrustations of discolored lime defied the most strenuous efforts.

Then along came Sani-Flush.

The proprietors of this new product brought it to Advertising Headquarters. They said, "There is very little money. Sani-Flush will have to pay its own way. We are told

you can lead us into the promised land."

We advised small space in selected markets. Sani-Flush "took." We added new territories. Sani-Flush grew—and grew—and GREW.

The original copy policy proved itself right—small space, precept on precept. It has never been changed.

Success has invited competition, but Sani-Flush has never been seriously threatened. Today it is the outstanding leader in its field—a beautiful demonstration of what can be done from scratch, with courage and persistence.

N. W. AYER & SON, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

Montreal

Buenos Aires

São Paulo



ONE GALLON could lift the Empire State Building 1 1/4 inches!

99 Million Foot-Pounds* per Gallon

Amazing as it may seem, there is enough energy stored up in a single gallon of the powerful new H-C, if it could be fully utilized*, to lift the world's tallest building 1 1/4 inches in the air. There is more power for your car than you ever dreamed could be found in a gallon of gasoline. Here is the power that will give you surprising mileage. And with this power is combined high anti-knock, quick starting and flashy get-away. All at the price of regular gasoline! Try the new, powerful H-C for 30 days in your car. All we ask is that you keep a careful record of the results. Ask the Sinclair dealer for a folder which will fully explain how one gallon of the new H-C could lift the Empire State Building 1 1/4 inches.

*Foot-pounds: The amount of work required to lift one pound one foot. Due to friction and other losses no machine yet built can convert into useful work all the potential energy in any gasoline. Friction alone steals millions of foot-pounds of work from every gallon of gasoline you buy. To keep friction loss to your engine at a minimum be sure to use either Sinclair Opalene or Sinclair Pennsylvanian Motor Oil.



SINCLAIR MOTOR OILS IN TAMPER-PROOF CANS COST YOU NOTHING EXTRA

To protect you against oil shortages, Sinclair Opalene Motor Oil (containing 50 million grains) and Sinclair Pennsylvanian Motor Oil (containing 100 million grains) are now sold in tamper-proof cans. These cans are filled and sealed at Sinclair refineries and opened before your eyes. An oil-right guarantee against motor oil substitution.



Next time you "fill 'er up" with Sinclair H-C Gas ask the attendant for the H-C Power Folder —and see for yourself an Interrupting Idea at work at point of sale... Federal Advertising Agency, Inc., 444 Madison Ave., New York.



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PRINTERS' INK

NEW YORK, MAY 17, 1934

This Week

ON August 19, 1812, the *Constitution* sank the *Guerriere*.

And on August 20, 1934—the 19th will fall on Sunday—a red-headed man will walk into Kennedy's clothing store in Boston and buy himself a pair of blue socks.

At first, there may seem to be no connection. Of course, it could be argued that here is a relationship of cause and effect: That if the *Guerriere* had reversed history and sunk the *Constitution*, no red-headed man could walk into Kennedy's this year and buy a pair of blue socks, because possibly there'd be no Kennedy's in Boston, and no redheads either.

However, the tie-up, if admittedly somewhat remote historically, is less tenuous philosophically. The *Constitution* won because her guns were fitted with sights and the Britisher's were not. And a great many red-headed men have gone into Kennedy's to buy blue socks because the Kennedy management happens to have equipped itself with methods for sharp-shooting customers' tastes.

The principle is sales analysis; and in the application of that principle, Kennedy's store and a great many other well-managed retail enterprises throughout the country are far ahead of most manufacturers.

It is to manufacturers that Harry Merrill Hitchcock, who learned about gunnery at Annapolis, addresses his article on the high cost of not selling. He describes the method by which his own company, the International Business Machines Corporation, has analyzed its selling effort to so fine a degree that it knows the costs of sales that are not closed.

Although he brings to bear no analogies actually ballistic, Kent R. Costikyan, of Platt-Forbes, Inc., seems inclined to think that better marksmanship—specifically better marksmanship aimed at the intangibles—might bag better results in choosing magazine media. Mr. Costikyan would like to know more about each publication's pulling power per subscriber. Although he scarcely hopes to see all the answers reduced to tabulations, he would like to be able to ascertain: (1) whether the publication is consistently and thoroughly read; (2) whether the subscribers read only the editorial matter; (3) whether the publication makes it hard or easy for subscribers to find and patronize the advertisers; and (4) what percentage of the coupon clippers are real buyers.

* * *

Shooting, both plain and fancy, goes without specific mention, also, in the description, by Edward S. Pierce, advertising manager of the Clicquot Club Company, of the plan by which his concern is introducing a new package—a full-quart bottle. But Mr. Pierce reveals that, at the start, Clicquot aimed at clicking in only one territory—New England. On the score of copy, Mr. Pierce offers this timely remark: "I believe it sets a new standard for frankness and simplicity. It comes to the point directly, without being loud-mouthed or blatant. It makes no claims that are not fully evident in the product."

* * *

When is it safe for advertising to be funny? That one we answer editorially. And, back in the mar-

tial atmosphere again, we illustrate our answer with a picture of a sword. The sword is two-edged; and one side is armed, not merely with an edge, but also with teeth. A shade austere, we point out humor's dangers. But, rigidly impartial as we are on this matter, we also quote Carlyle, who wrote that "the man of humor sees common life, even mean life, under new light of thoughtfulness and love."

* * *

The NRA is eliminating sweatshop merchandise. So reports E. B. Weiss, who has studied the NRA's effects on retail selling. Other results that manifest themselves at the retail end are: (1) a crimping of discounts, including secret ones; (2) "a degree of control over insane production"; (3) more rigid policies concerning merchandise re-

turns; (4) a cramping of the style of style-pirates.

* * *

The Pocahontas Oil Corporation, which markets Blue Flash Gasoline, undertakes to teach dealers advertising's A B C's. The purpose is to induce salesmen to use advertised facts as selling talks. And by the way, the educational method has included a Houdini-style rope-escape.

* * *

Devaluing the dollar has brought new faith—and new profits—to American industrial manufacturers whosellabroad. Frederic J. Meystre, Jr., M.E., explains how international buying and selling will be further expedited by the National Export-Import Banks—which, incidentally, will constitute one Governmental agency that will pay dividends to another.

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This is only about Gains

In the first four months of 1933, The New Yorker carried 570 pages of advertising.

In the first four months of 1934, The New Yorker carried 904 pages of advertising.

That is a gain of 58.6 per cent.

That is going up from an average of 33 pages of advertising to the issue to an average of 53 pages to the issue—trying, and we fear failing, to make the subject of gains a little less banal than usual.

THE
NEW YORKER
25 WEST 45th STREET
NEW YORK CITY

Signs of good business Gain 714,176 Lines in Four Months

THE JOURNAL leads Milwaukee papers in advertising lineage gains as well as totals. During the first four months of 1934, the total of 3,876,901 lines of paid advertising in The Journal exceeded the combined total of the other two papers. The Journal's gain of 714,176 lines over the previous year was three times as great as the second paper's increase.

April lineage in The Journal was three times as great as that of the second paper and represented a gain of 163,599 lines, while the other two papers showed losses.

Net paid circulation of The Journal in April—158,318 daily and 191,598 Sunday—showed gains of more than 10,000 copies daily and 8,000 on Sunday over April 1933 totals.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

High Cost of Not Selling

Much of What Is Called Selling Expense Is Really Something Wholly Different

By Harry Merrill Hitchcock

Of International Business Machines Corporation

THE object of business is to make money. That object is at times a trifle difficult of attainment. But there is a simple rule whose results are infallible.

Never pay more for any piece of business than it's worth.

This, I admit, suspiciously resembles the rule for making money in the stock market; "Buy when they're low and sell when they're high." All you need to know is when they're low and when they're high. And you can make money in any business if you can only find out:

- (1) How much you really are paying for any piece of business;
- (2) How much that piece of business really is worth.

Neither is quite so simple as it looks; but neither is unattainable. Let's look at only one small piece of the first question which is unusually well worth looking at just now.

How much, in terms of actual total sales effort, are you really paying for business?

Take, for the sake of argument (or rather for the sake of avoiding argument) the factory costs and physical delivery costs the accounting department hands you. How much is really added by the actual job of selling?

Right now that question is vital; and not just because NRA stirred it up. It cuts deeper than "sales analysis" as some of us—far too few at that—have understood and practiced it. It goes to the very foundations of advertising, sales promotion, and sales management itself.

In one recent issue of *PRINTERS' INK*, for example, I found this:

"One good way to find out whether anything is wrong—and why and where—is to install a *cost accounting system* which will un-

erringly show the manufacturing profit or loss and the *selling profit or loss by items*, or at least by lines of product." [L. M. Demarest: "Juggle the Product!" *PRINTERS' INK*, March 29, 1934; page 7. Italics mine.]

And in that same issue, on page 53, Francis Newton puts these words in the salesman's mouth: "Modern records and sales accounting would help us salesmen do a better job."

Yes, it seems easy to some folk. Total unit sales so much; salaries and commissions so much, sales office rent and other expense so much, travel so much, entertainment and incidentals so much, advertising and other sales promotion so much, and so much for the sales department's share of general overhead—add them all together, divide by the total unit sales, and there you are.

But are you? If that is all there is to it, why are some of the best accountants in this country sharpening their pencils and scratching their heads, and sitting up nights with this very problem?

Of course we already have gone farther than this, as scores of companies have developed sales analysis. We found out long ago that

MOËT & CHANDON
Champagne
 WHITE GRAPES

Just as at last a fine vintage is vintaged for your cellar. Eight years ago, the grapes proved worthy of Champagne tradition. In the spring of the following year the wine was bottled and repassed in the open to mature and mature, and to reach the full bloom of its character and bouquet. A few months ago it was decided that it had come its right to the Moët & Chandon fame. Then each bottle was labeled with the language of its homeland, and wrapped—never to see the light of day until the happy occasion for which its belated gentry was meant.

BOTTLED BY MOËT & CHANDON, REIMS, FRANCE
 NEW YORK, N.Y.

BATTEN, BARTON, DURSTINE & OSBORN, Incorporated, ADVERTISING

New Y



"It's great to taste real Moët & Chandon again."

"Must be a pleasure to write copy for a product like this. By the way, who's doing it?"

"BBDO."

NEW YORK . CHICAGO . BOSTON . BUFFALO . PITTSBURGH . MINNEAPOLIS

a sale isn't just a sale; that a lot depends upon the particular kind of sale it is.

For example, it is a sale made by a certain salesman; and as such it helps you, when you put together all the sales made by each salesman and compare the totals, to find out who your best salesmen are.

A Sale Has Time and Place

A sale is made at a definite time and place; put together all the sales made during a certain period in each market area, put beside them all you know about that area's potential, and the extent to which your advertising is covering it, and compare the results. Such studies not only destroy many alibis, but often reveal a bad case of "volume-itis" and furnish sound argument for giving a lot of marginal selling lands back to the Indians.

Then, each sale is made by a certain method: Through wholesalers; to retailers; direct to consumers. Which is producing the best results? If you use only one method, it is worth knowing how sales are running as between customers, or at least definite groups of customers; by industry, by profession, by type of institution or whatever classification best suits your particular selling job.

Finally, with a varied line of products, styles, models and sizes you need to know what each one is doing in terms of comparative sales volume.

There isn't a business in this country that doesn't need at least one of these types of sales analysis. In fact, there isn't a business man in the country that isn't already using one or more of them, whether he knows it or not. When he looks over his sales for the last month and "sizes up the way things are going" he is making several kinds of sales analyses—in his head.

The trouble is, not that he doesn't know that "sales analysis" is simply a fancy name for what he has been doing for years, but that he has been doing it too hastily and superficially, without sufficient accuracy and with inadequate tools;

trusting to impressions where he needs exact figures.

It is also true that very few businesses even now are analyzing their sales anywhere near as carefully and thoroughly, or in as many different ways, as it would pay them many times over to do. This kind of study can help you to reach useful conclusions about the comparative efficiency of your sales force individually and collectively and of your advertising generally and in specific instances; about your sales plan and policies and distribution methods; as Mr. Demarest suggested, about your products; and about the direction or directions in which your sales and advertising efforts can most profitably next be aimed.

But when it comes to reducing these yardsticks of *comparative* efficiency to something like *absolute* standards; determining how much you really are paying in total sales effort for each actual piece of business and so finding out whether in any given case you are paying too much or not enough—sales analysis alone, no matter how complete, never can give you more than a general indication.

Down to First Principles

General indications are vastly better than no indication at all. But the time is coming fast—for many businesses it is already here—when general indications won't be enough. You're going to have to *know*.

How? Right here we step off traveled roads and plunge into unexplored territory. And in that kind of situation it's usually best to go back to first principles.

The first principle in selling is to offer your goods. The vital point in the problem is the point of actual sale. The one question that takes precedence over every other question is:

When the salesman and the prospective customer come face to face, what happens?

Now it is perfectly obvious that one of just two things must happen. Either a sale is made; or a
(Continued on page 81)



**AUTOMOBILE
advertisers
have long made
THE NEW YORK TIMES**

their first advertising choice in New York. Their judgment checks with the Polk Consumer Census of New York City, which shows that The Times, weekdays or Sundays, is the lowest-cost advertising medium with which to reach the New York automobile-buying market.

The New York Times

Ward Bows to the General

A Story of Too High Tire Prices, of Penalizing the Consumer and of Quick Advertising Thinking

WEEK before last, in newspapers in every city where Montgomery Ward and Company have retail stores, there appeared newspaper advertisements over that retail mail-order company's name which will probably make history. Its text follows in full:

The NRA, through the Retail Tire Code, effective Monday, May 14, is requiring approximately twenty per cent price increases on Ward's Rambler Tires.

We would prefer to continue the low prices made possible by our economical method of selling tires. We regret that we cannot do so after the NRA order fixing these prices becomes effective next Monday.

Analyzed, the advertisement means simply this:

Montgomery Ward and Company, through the strange workings of the bootstrap economic practices of the NRA, are being forced to realize an enormously fancy profit on their tires.

Because of its huge outlet and corresponding buying power in addition to "our economical method of selling tires" mentioned in the advertisement, Ward has been able to sell its Rambler line at the low prices prevalent up to May 14 and make an entirely satisfactory profit.

But along comes the NRA code with the result that it is obliged to advance its prices beyond all sense and reason.

Thus the user of Rambler tires is deprived of his right and privilege to enjoy the lowest price

which careful and efficient merchandising would accord him.

In other words, he has to pay quite a staggering penalty—and give Montgomery Ward an unholy profit which it is not entitled to and which it does not want—with the net result of helping weaker and less efficient tire distributors sell their goods without being subjected to normal economic competition.

PRINTERS' INK learns from Washington sources that the advertisement created quite a storm in the offices of General Johnson. It has been reported that the General contemplates making a reply of some kind inasmuch as he is exceedingly annoyed.

Advertisers will watch developments with no little interest. They are wondering what the General can possibly say—except that he may make some more of his classic references to throwing dead cats and perhaps exercise his talent in the way of calling the Ward officials a few fancy names.

For Ward is adhering to the code, distasteful as it may be for the firm, and costly for its customers. It doesn't like the development and asserts its privilege as a resident of this land of the free and home of the brave to say so. All of which, to speak colloquially, seems fair enough.

Incidentally, the company's handling of the proposition will probably appeal to most observers as being smart advertising which takes quick advantage of current opportunities and capitalizes upon them profitably.

Philp with Flack Agency

R. Alan Philp has joined the John B. Flack Advertising Agency, Syracuse, N. Y., as production manager. He was at one time associate editor of the *Sporting Goods Journal*.

Appoints Brisacher

Buckingham & Hecht, San Francisco, shoes and boots, have appointed the office at that city of Emil Brisacher and Staff to handle their advertising. A newspaper campaign is being released.

THE CONDÉ NAST PUBLICATIONS

lead

THE LUXURY MARKET

A TIDAL WAVE of buying has swept the luxury market. The motor industry is working at full speed... hotels are crowded... cruises have been jammed... Florida has had a miraculous season... department store sales country-wide are up 18% to 43%... fabric mills are running three shifts... luxury shops report enormous increases.

The wealthy and well-to-do do not buy blindly. First, they look to see what is offered that is smart, new, contributory to the art of gracious living.

No publications have ever been given over more completely to the art of gracious living than the Condé Nast Publications. That the public realizes this is indicated by a significant occurrence last fall.

Three months before this tidal wave of buying set in, the Condé Nast Publications had a deluge of new subscribers. In September and December 1933, we wrote 85,758 new subscriptions... the best season in ten years... nearly 25,000 ahead of the famous years 1928 and 1929.

A phenomenal advertising increase followed this phenomenal increase in circulation. Let a simple statement of the fact suffice: The Condé Nast Publications show a 58% advertising increase in the first five months and future bookings look even better.

again

THE CONDÉ NAST PUBLICATIONS

are leading the luxury market



From an illustration in *Carnegie Library* for December, 1934

**"The most
influential books and
the truest in their influence
are works of fiction. They re-
arrange, they repeat, they
clarify the lessons of life,"
said Robert Louis
Stevenson**

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**GREAT FICTION is the
common meeting place of
all intelligent minds...**

In 1894, *Cosmopolitan* published a story by a rather unimportant young Englishman named Kipling. It was an early example of this magazine's ability to pick GREAT FICTION. (Later what Mr. Rudyard Kipling wrote became literature...after his stories and poems had stiffened the British spine and made Tommy Atkins and India familiar to millions of people the world over.) ♡ Today, like yesterday and tomorrow, GREAT FICTION is moulding minds, changing characters...directing, leading, influencing human actions. Writers may come and go, but GREAT FICTION keeps on. Just as in 1894, *Cosmopolitan's* GREAT FICTION today is a profitable background for the advertising of food products, household goods, cosmetics, railroad and steamship lines, and many other fine products. ♡ And men who sell know its power...use its ability to stir people to do things...to BUY THEIR GOODS.

COSMOPOLITAN

Retail Authority Balks at Instalment Proposals

THE Retail Code Authority has disclaimed any authority for the proposed amendments covering instalment buying which were discussed at the recent public hearing held in Washington. The amendments were reported in **PRINTERS' INK** of last week exactly as they appeared in the agenda prepared for the meeting.

Because the amendments were inserted in the agenda without approval, the Code Authority insisted that they be given no consideration at the hearing. Later developments revealed that the Consumers' Advisory Board was responsible for them.

In spite of objections, Deputy Dameron permitted discussion for the record on the assumption that the question would arise later for discussion and that, inasmuch as representatives were present to give their views, they be given an opportunity to do so.

The amendments were supported

by Miss Constance Kent, of the CAB; Fred Brenkman, of the Grange; Boris Shiskin, American Federation of Labor; Rolf Nugent, Russell Sage Foundation, and spokesmen for the Federation of Women's Clubs and the National Education Association. This support was well organized.

The threat to industry in the possibility of such regulation as is proposed, was recognized by spokesmen for industry, particularly in the field of automobile distribution. George T. Benkhart, of the General Motors Acceptance Corporation, and Phillip W. Haberman, of the Commercial Investment Trust, both presented carefully prepared defenses of the present financing system.

Since the amendments were not proposed by industry, no action was taken on them. It is anticipated, however, that they will be ripe subjects for consideration at a later date.

Cellophane Wins

LAST week in the United States Court for the Eastern District of New York, Justice Campbell rendered a decision in the case of the Du Pont Cellophane Company vs. the Waxed Products Co. The issue was whether the name Cellophane is a trade-mark and whether Du Pont can stop the defendant

from selling the product of another manufacturer when Cellophane was called for. Justice Campbell decided that the name is a trade-mark and that an injunction should issue against the defendant from thus selling another product, unless the purchaser was first clearly told the facts.

Kivlan Now Vice-President, Kelly, Nason & Roosevelt

Frank J. Kivlan, who has been associated with Kelly, Nason & Roosevelt, Inc., New York agency, for the last year, has been elected a vice-president.

Joins Katz as Radio Director

J. E. Bennett Larson has become radio director of The Joseph Katz Company, New York. He has been with the National Broadcasting Company.

Donahue & Coe Add Nonnamaker to Staff

H. F. Nonnamaker has joined Donahue & Coe, Inc., New York advertising agency. For the last seven years he was with the H. W. Kastor & Sons Company as art director.

Elected Four A's Member

Needham & Grohmann, Inc., New York, has been elected to membership in the American Association of Advertising Agencies.

NRA Changes Retailing

Not So Easy to Chisel as Merchandising Map Is Re-made, and Chiselers Work Under Cover

By E. B. Weiss

IT has been my good fortune to be able to make close observations of NRA at work in a number of retail stores. I am not referring to the retail code but rather to the functioning of the fair practice provisions of hundreds of manufacturers' codes as evidenced in the one place where these codes must eventually show their hands—the retail store.

The retail store is, today, the great laboratory of NRA. The effectiveness of the wage and hour provisions of codes in creating more leisure and more purchasing power is being tested at the retail counter. And back of the retail counter, the degree of "fairness" that is being injected into business by the fair practice provisions of approximately 400 codes is also being determined.

A few weeks ago in the office of one of the merchandising executives of a large Boston department store a buyer was endeavoring to have "marked in" a shipment of bedspreads. The store executive was adamant. The bedspread code calls for the use of NRA labels on each bedspread. These bedspreads had no labels. They were to be returned to the manufacturer and no further orders placed with that producer until he attached the required labels to each bedspread—and they *were* returned.

That is merely a lone incident. But multiply it several thousand times and you will promptly see that NRA is beginning to work.

The code for the Cotton Garment Industry calls for the use of NRA labels on each garment. This code prohibits the sale of "unfinished" garments—that is, dresses which are sold over the counter unfinished and completed by the purchaser in her home. A certain small manufacturer had built up a tidy business in the sale of these

unfinished garments. He applied for the required labels and was informed that he could not get them. Within a short time, he began to receive cancellations from stores. He showed me three wires from three large stores instructing him to hold shipments until he could furnish NRA labels. Uncle Sam finally came to his rescue, but that is another story.

Better Stores Insist on NRA Tags

The big point, as I see it, is that one way in which NRA is very definitely changing the merchandising map is through the insistence of the better stores that merchandise which is supposed to bear NRA labels must be properly tagged. There are probably thousands of stores that pay no attention to this phase of the new law. But the cream of the store crop, the stores that most manufacturers strive to sell, demand the label on merchandise when the code under which the goods are produced calls for it. More than one manufacturer has been made to toe the line as a result of this adamant store policy.

The large stores have each year benefited to the tune of actually millions of dollars in extra discounts. These have not been eliminated but I know that they have been cut to an amazing extent. It is true that manufacturers send their ambassadors into stores with the extra discounts in the form of cash. It is equally true that checks come into stores with puzzling signatures, also representing extra discounts. A thousand subterfuges have been devised for the purpose of giving the larger stores the extra pickings to which they have grown accustomed.

Nevertheless, the extra discount racket is far, very far from what it used to be. The several

hundred consumer goods codes generally contain standard term and discount provisions. In some cases, these are being lived up to by perhaps 90 per cent of the industry. In other cases, perhaps not more than 30 per cent of the industry obeys the law. But some large stores already know that, at the end of 1934, they will each receive at least \$300,000 less in extra discounts than they would have obtained on a similar volume of purchases in the old days.

The change that has been wrought here is almost beyond belief. One industry in 1933 was giving cash discounts of 10 per cent and sixty days was frequently accepted as cash payment. Today, that industry is practically united in giving a cash discount of 2 per cent ten days and the retailers simply have to like it. One retailer told me this will mean a loss to him this year of \$12,000 in extra discounts on that one item.

Of course, prices are being juggled so that in a great many cases dealers still get the same old discounts but in a different form. But sane manufacturers realize that juggling prices is a dangerous sport and that a special price to one dealer is apt to become a regular price for all dealers in a very short time. This is particularly true because most codes make secret concessions illegal. Consequently, the merchandising world has gone through a most remarkable transformation in this respect.

Two Dried-Up Merchandise Sources

Anyone who talks with store buyers cannot fail to be impressed by the experiences these store people relate concerning the drying up of last year's floods of distress and sweat-shop merchandise. Last year, and the year before that, and even in the halcyon years, store buyers could always count on huge supplies of merchandise from those two sources. Neither source has dried up—far from it. But the unlimited supplies formerly available from distress stocks and from sweat shops have degenerated into a dribble which only periodically

swells into a respectable stream.

The Recovery Administration may point with justifiable pride, in my opinion, to a dozen important industries in which a degree of control over insane production has been achieved. Some four months ago a situation developed in hosiery which, in other years, would have promptly resulted in a glutted market. The Code Authority for the industry immediately cut down on machine hours. The outcome was that a threatened over-production was avoided and retailers will testify that, while the hosiery market "softened" it bore none of the familiar aspects of former years.

Changes in the Needle Trades

In that huge industry sometimes classified as the needle trades, where glutted markets and sweat-shop merchandise were the order of the day, a remarkable change has taken place. For example, in the millinery trade factory hours are rigidly limited. The Code Authority for that industry has had as many as forty inspectors visiting plants, checking up on observance. Much the same has been done in the dress field. In all this tremendous industry, codes calling for single factory shifts, and limiting plant hours to definite parts of the day have made checking up comparatively easy. The result has been a very marked diminution in over-production and in sweat-shop production.

Several weeks ago I sat in at a retail store conference at which the management was discussing the matter of merchandise returned by customers of the stores. One of the store buyers referred to gloves. She mentioned that it was now practically impossible to return gloves for free repair to manufacturers which had been abused by the woman who purchased them. The manufacturers, this buyer testified, were sticking together in the matter of accepting returns for repairs and were charging the rates prescribed by their Code Authority.

Then a hosiery buyer testified

General Advertising LEADERSHIP

Retail Advertising LEADERSHIP

Home Coverage LEADERSHIP

A threefold assurance of the
highest measure of success
for any advertiser desirous of
covering the Chicago market

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives.
NEW YORK-CHICAGO-PHILADELPHIA-DETROIT-SAN FRANCISCO

with regard to conditions in the hosiery market. She reported that manufacturers who previously would accept returns under almost any conditions had become quite fussy. A buyer of underthings gave very much the same testimony.

The result of that conference was the establishment by the store of a more rigid policy in the matter of accepting returns. The buyers were ordered to instruct their salespeople that the store would no longer permit customers to abuse the return privilege. When the manufacturers were willing, in turn, to accept these returns which the store so graciously accepted from the ultimate consumer, a liberal policy was all right. But now that manufacturers had tightened up, the clerks would have to do likewise.

Recently a store buyer in my presence phoned a manufacturer who had formerly consigned merchandise. The last shipment of merchandise had come into the store with regular terms attached to it. The buyer wanted to know how come. The manufacturer had his answer—NRA. The buyer fretted and fumed. She phoned a half dozen other sources of the same item. But she could not get a consigned shipment.

Another store buyer phoned a manufacturer to ask him to copy the pattern of a competitor. Six months ago he would have been willing to do so. But a design piracy provision in his code made him refuse. I have heard buyers who were accustomed to telephone three and four times a day for one-twelfth of a dozen orders to be rushed over by messenger become speechless when informed that a special charge would have to be made for orders below a stipulated minimum. But they increased the order or they paid. I have listened to buyers ask to have samples left overnight, where codes prohibited such a practice, and it was evident that the voice at the other end of the wire had made a pointblank refusal.

There is no dearth of such incidents. They do not imply that NRA is functioning full blast. There is every reason to believe that if only one-tenth of the violations of the merchandising provisions of codes were unearthed and brought to Federal courts for prosecution, these tribunals would be swamped for the next ten years. But these incidents are straws in the wind—they are factual evidence which leaves no room to doubt that NRA is rapidly changing the merchandising map.

Hacker to Join Pedlar & Ryan

Max Hacker, for the last twelve years with The Blackman Company, will become director of media and space buying for Pedlar & Ryan, Inc., New York, effective May 21. Miss Edith Whitlock, who has held this position for the last five years, is to go on an extended leave of absence.

Boyle with New York "American"

J. Mora Boyle, who recently resigned as advertising manager of the New York *Evening Post*, has become associated with the New York *American* as advertising counselor. He previously was with the Hearst Newspapers in New York for about six years.

Truscon Makes Refrigerators

The Truscon Steel Company, Cleveland, had added the manufacture of electric refrigerators to its activities. Its new unit will be sold under the Truscon trade-mark.

Tastyeast Appoints Rankin

Tastyeast, Inc., Trenton, N. J., has appointed the Wm. H. Rankin Company, New York, as its advertising agency. Present plans include the continuation of its radio programs and a test radio campaign in Boston and Springfield, Mass., featuring Dick Tracy. Plans other than radio are still in the formative stages.

Lennen & Mitchell Add Erwin

Thomas Erwin, for the last three years with Erwin, Wasey & Company, New York, and, prior to that, director of service with Batten, Barton, Durstine & Osborn, Chicago, has joined Lennen & Mitchell, Inc., New York, as a copy executive.

Bourjois to Lord & Thomas

The advertising account of Bourjois, Inc., New York, Evening of Paris toilet specialties, has been placed with Lord & Thomas, New York.

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Clicquot Club Advertises Its New Bottle

New Labels Being Introduced First in New England

By Edward S. Pierce

Advertising Manager, Clicquot Club Company

THERE has been much talk recently about the Copeland Bill, with particular reference to honest labeling and advertising. Whether or not this, or some similar bill, passes, the agitation for it is, I believe, indicative of a new buying attitude in this country.

And there are sound reasons back of this attitude. Prior to 1929, people had plenty of money. They spent it lavishly. They bought on a grand scale. Three years later, the country at large was "broke."

Now take any man who has been accustomed to comparative financial freedom, to spending when and as he cared, and throw him into comparative poverty over night. Notice what happens. He still wants to buy—because he has the buying habit. But he doesn't have the wherewithal to do it. Consequently, his first reaction is to look for something that is priced within his means. And when he gets it, his next reaction is to condemn the necessarily inferior quality of that very thing which he has bought "at a price." And he is, to a degree justified.

This is exactly what has happened around about us—and to us—during the last four years. And right now, we see people who are sick and tired of buying products made to a "price." They have more money, it is true. And the bargain instinct, if anything, is stronger than ever before—because of the very lesson which extravagance has taught us. But people now are wary of the merchandise they buy at low prices. They inspect it thoroughly before they pay out good cash for it.

This is good. It is accomplishing something which the Copeland

Bill could never accomplish. For it comes directly from the experience of the consuming public.

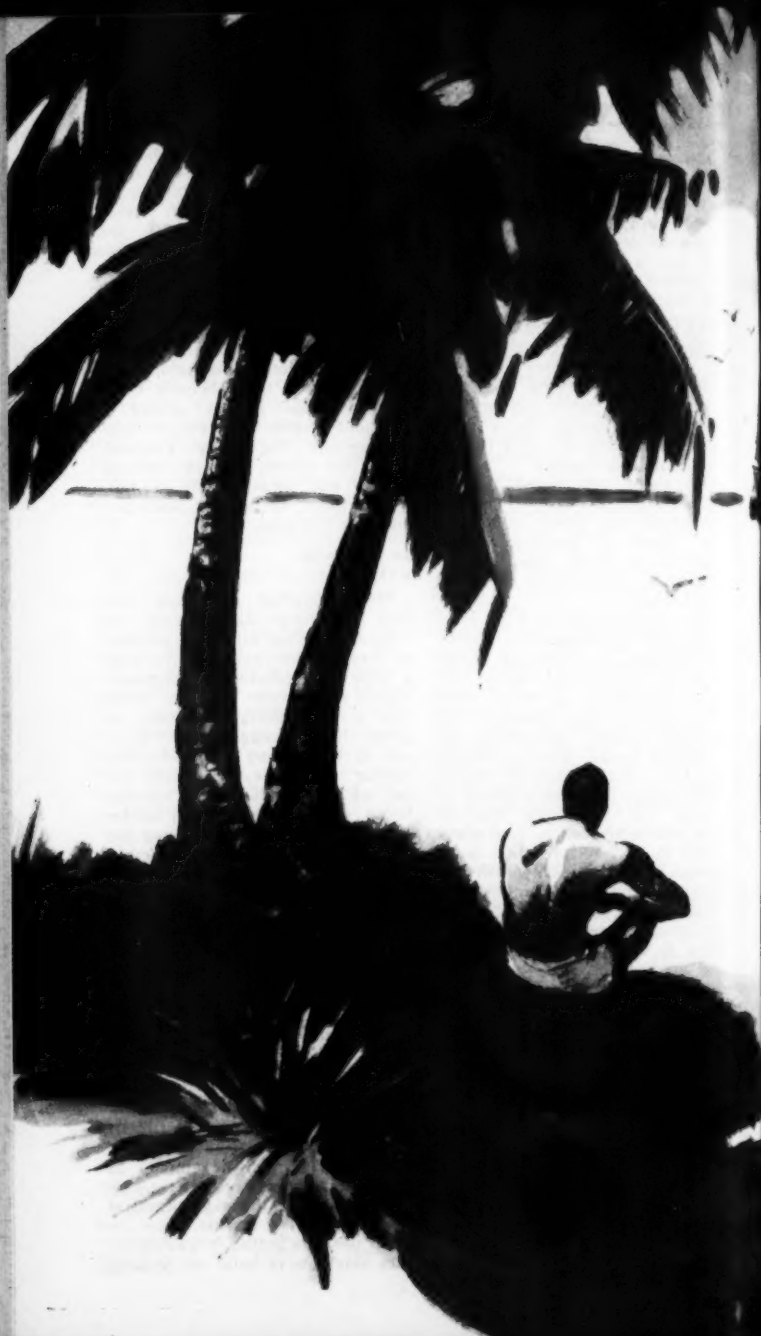
Heretofore, the Clicquot Club Company has always offered a full-pint bottle of ginger ale. Throughout the New England area, this month, it is introducing a new and larger bottle—a full, honest quart, to take its place beside the *full* pint.

In Line with a Trend

Now consider something else that is taking place among us. There is a great influx, at present, of foreign wines and liqueurs, with a wide dissemination of domestic brands of the same varieties. With this, a new interest is arising in terms like "vintage" and "dry," and in bottles and the labels that appear on bottles. Because the day of the bootlegger is waning, home entertainment is in wider vogue than it has been during the last decade or more. As a result, all manner of magazine articles and books are being published on the subject of correct entertainment. This is something which the manufacturer of products linked up with home entertainment will not, if he is astute, overlook. In fact, he is not overlooking it.

Neither is Clicquot Club. In its new bottle, it is hand-in-glove with this trend. Not only is the size of the bottle new, but the design of the package, the label, the entire make-up is new. And it is timely. With, of course, pardonable pride, but still with no little amount of justification, I believe that the new bottle is one of the most beautiful packages on the market.

To use this bottle, it was necessary almost to re-build our bottling



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Illustration by J. H. Johnson

DEPENDABLE AS THE TRADES

MARINERS, hampered and shaken by storm, long for the strong, steady drive of the Trade Winds, never varying, always dependable.

And, scores of manufacturers, sailing troubled waters, equally regard the New York Evening Journal as a symbol for all that is sure, constant, unfailing in performance.

Day after day, the Journal successfully and consistently delivers its cargo of advertised products into the hands and homes of over 600,000 New York families.

Year after year, the Journal remains a neverfailing selling force.

NEW YORK  JOURNAL

A Neverfailing Selling Force

OFFICIALLY REPRESENTED BY • RODNEY E. BOONE ORGANIZATION

machinery. There was a larger bottle to be filled. There was a different label to be affixed to it. The bottle was to be capped at a greater height. It was to have a heavier and larger section of foil wrapped about its neck.

This was all done in a period of about three months—without a hitch. The new bottle will be on the shelves of grocery stores, pharmacies, delicatessen stores and other establishments handling beverages throughout the New England territory, this month. As production speeds up (and from the amount of orders now on hand, we have every reason to believe that it *must* speed up) other territories will be entered.

In our advertising we tell the story of the new bottle—its design and size—and the fine quality of the ginger ale. We tell this story in as simple and direct a manner as possible. Too much ballyhoo, I believe, is worse than none at all, and moreover we wanted to build an honest and firm foundation for this new bottle, as we had for the old. The story we tell is an honest one: Honest quality—a ginger ale made of picked ingredients and famous for flavor since 1881; and honest quantity—full, thirty-two-ounce quarts and full, sixteen-ounce pints. Whether the customer buys for quality or quantity, he gets his money's worth both ways.

I believe this copy sets a new standard for frankness and simplicity in ginger ale advertising. It comes to the point directly, without being loud-mouthed or blatant. It makes no claims that are not fully evident in the product. It says what it has to say pleasantly and sincerely, and

with a restraint that cannot help but express the quality and the value inherent in the product.

In planning this advertising, we were confronted with a peculiar problem. Because of the necessity for installing new machinery, we could not expect to swing into our old quota of production over night. Rather than disappoint the many friends we have gathered for our product during more than fifty years—which would have been a bad business move—we decided to cover completely one territory first.

We selected New England for this territory, since we operate here and since speedy delivery is thereby assured. As fast as production picks up we shall go into other territories until the new bottle entirely replaces the old in all our sales.

For the present, we will advertise, beginning in May and continuing throughout the summer, in large space in newspapers, covering the entire New England territory. This will be supplemented by flexible window displays which

THIS BEAUTIFUL, NEW BOTTLE

Gives you a full quart of world-famous ginger ale for only 20¢



Clicquot Club PALE DRY
Bottled since 1881 THE VINTAGE GINGER ALE • READY TO DRINK

Simplicity and restraint are used in copy introducing the new bottle

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can be used either in their entirety or in sections, and by convenient counter cards designed to give maximum display on the dealer's counter without taking up too much space.

All this material was collated in portfolios which were presented to our salesmen at the time the new package was announced to them. Within just thirty-six hours, simply on the strength of the portfolios, we received orders for

seventeen carload lots of the new, full-quart bottle.

This full-quart bottle contains our three biggest sellers—Pale Dry, Golden and "Soda." Clicquot Club Sas will be sold, as heretofore, in full-pint bottles.

With our new bottle, and with advertising based on the soundest and simplest psychology, I firmly believe that our product will enjoy an even greater popularity and acceptance than it has heretofore.

Real Chicago Spirit.

SEASONAL limitations to selling are nothing more than a mental hazard to the Russell Electric Company, Chicago.

The main concern of this company has been to manufacture fans and motors, but last August it started to make and market a line of temperature control equipment for domestic heating plants. It was handicapped by the lack of knowledge that regulator sets could not be sold last season and went after the new business hammer and tongs.

"Within a few months," says T. C. Russell, "and largely through mail solicitation and trade-paper advertising, we had 202 jobbers of

heating supplies who were distributing this equipment, together with fifty-nine furnace manufacturers."

Spring came, when heat regulators are supposed in some quarters to be unsalable, so this newcomer went into larger advertising space. And sales have held up remarkably.

A year ago there were thirty-five employees at the Russell plant; today there are 187 people employed there. Mr. Russell's iconoclastic belief is worth repeating: "We do not recognize limitations either seasonal or otherwise as anything more than a mental hazard."

Advertising Conference to Be Held at Miami

The first annual Southeastern Advertising and Publicity Conference will be held in Miami from May 28 to 30, under the sponsorship of the Fourth District of the Advertising Federation of America. Plans for combining Florida, Georgia and Alabama in one district will be discussed.

Baines Joins Peck Distributing

C. Robert Baines has resigned from the New York American to become vice-president of the Peck Distributing Corporation, New York, distributor of samples, advertising literature, etc. He was at one time publisher of *The American Legion Monthly*.

Munson to Florsheim

Miller Munson, for many years advertising manager of the Hoover Company and, more recently, with the Goodwin Corporation, has joined the Florsheim Shoe Company, Chicago, as advertising manager.

To Broadcast Returns of New Deal Poll

The *Literary Digest*, New York, this week began a series of broadcasts in connection with its poll to ascertain public opinion toward the New Deal. Broadcasts will be made each Wednesday over a national hook-up. Badger, Browning & Hersey, Inc., is handling this campaign.

Appoint Cincinnati Agency

Advertising of The Campbell-Hausfeld Company, Harrison, Ohio, Paragon spraying equipment, and of Fischers SurfSaver, Inc., industrial soaps and chemicals, has been placed with the Venable-Brown Company, Cincinnati.

Seidell with Schnelle

Philip L. Seidell, formerly of the advertising staff of *Women's Wear Daily* and formerly advertising manager of the *Sportswear Magazine*, now suspended, has become associated with William G. Schnelle, New York, artist.



Unselfish Display

A SURVEY among druggists convinced the Emerson Drug Company that when store window space is asked for by an advertiser he should provide a display that will be just as beneficial to the retailer as to himself.

With this idea in mind the new Bromo-Seltzer display was designed. By an ingenious arrangement it features an actual medicine cabinet in the window, with shelves for the display of whatever merchandise the druggist wants to feature.

Although there is room for many products—face powder, razor

blades, standard pharmaceuticals, etc.,—Bromo-Seltzer naturally gets a generous share of the total attention.

This is accomplished through the use of flanking pieces and the central headlines over the medicine cabinet in the center of the display. Both ends of the drug business—the package sales over the counter, and the fountain sales of Bromo-Seltzer—are stressed.

A white background accented by red lines and rosettes affords a colorful setting. The display is being distributed through the company's sales force.

Advanced by "American Weekly"

William C. Spargo, who has been Eastern advertising manager of the *American Weekly* for the last five years, has been made a vice-president. He will operate in the Eastern territory with headquarters in New York. Mr. Spargo succeeds Ralph K. Strassman, who resigned last October.

William S. Patjens, who has been on the New York staff for the last six years, has been appointed Eastern advertising manager.

Carr Leaves Newspaper Work

C. C. Carr, general manager of the *St. Petersburg, Fla., Times*, has resigned to join the Aluminum Company of America in an executive capacity. W. W. Ottaway, vice-president of the *Times*, becomes general manager.

Summer Golfers Plan Tournament

The Summer Advertising Golf Association will hold its annual tournament on the Shenecossett course and make its headquarters at The Griswold, New London, June 30, July 1 and 2. The men's qualifying round will be played the first day, the first two match play rounds the next day and final rounds on the third day. A ladies' tournament will also be held.

A. H. Witzleben, Jr., Joins "Herald and Examiner"

A. H. Witzleben, Jr., is now with the *Chicago Herald and Examiner*. He had been with The Pure Oil Company in charge of advertising for the Mid-West territory. He formerly was with the *Chicago Tribune*.

GAINS IN LEADERSHIP

DAILY AVERAGE NET PAID CIRCULATION—1934

10,518 GAIN in January

14,073 GAIN in February

17,306 GAIN in March

21,415 GAIN in April

(OVER SAME MONTH OF 1933)

The ability of The INDIANAPOLIS NEWS to increase, consistently, its reader preference and to maintain daily circulation leadership— is indicative of its ability to do the advertising job ALONE.

April Daily Average Net Paid Circulation—147,613

THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York:

Dan A. Carroll

110 East 42nd Street

Chicago:

J. E. Lutz

180 N. Michigan Ave.

When to Use Humor

What Seems Funny to the Advertiser May Seem Silly to the Public

WESTINGHOUSE
ELECTRIC & MANUFACTURING
COMPANY

EAST PITTSBURGH, PA.

Editor of PRINTERS' INK:

Have you published any articles relating to the effectiveness of humorous advertising? Have advertisers employing humor demonstrated to their own satisfaction that the humorous copy not only entertained readers and received favorable comments, but actually resulted in more sales than serious copy?

Any specific information you can give me on this subject will be greatly appreciated.

RALPH LEAVENWORTH,
General Advertising Manager.

THERE have been many successful advertising campaigns which have featured humorous pictures or text. It would be difficult, if not impossible, to attribute all of the success to the humor. So far as we know, no advertiser has been able to place his finger on a comic illustration and say, "This was responsible for increased sales."

It is seldom that an advertiser allows humor to dominate an entire campaign. More often it is sprinkled in with more serious copy,

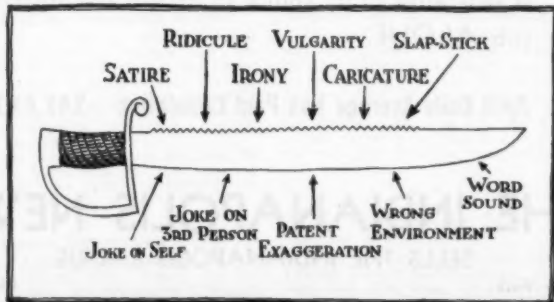
for experience has frequently indicated that there are plenty of dangers in overdoing humor.

Humorous advertisements in which offers have been made have pulled large numbers of inquiries. But how many of the inquiries are due to the offer itself and how many to the humorous appeal is always debatable. In addition, humorous illustrations, particularly, are bound to attract the attention of many children and coupon returns from such advertisements are likely to come from a number of undesirables.

An interesting exposition of the dangers in humorous advertising was presented in PRINTERS' INK MONTHLY some years ago. The writer called humor "the double-edged sword" and used the accompanying diagram to make his point. He suggested this as a useful emblem of humor in advertising.

Many advertisers think humorous advertising dangerous, he explained, and then continued:

"It all depends upon what you mean by humor. Humor can be kindly—or sarcastic, subtle—or slap-stick, cultured—or vulgar. The saw edge typifies the rough, dangerous kind of humor. Some of its forms are satire, ridicule, irony,



The saw edge of the sword lists the dangerous types of humor, the smooth edge the good ones

vulgarity, caricature, slap-stick. Advertisers should have small use for such.

"The smooth edge of humor, however, has been and can well continue to be a fine advertising weapon at times. It is always permissible to tell a joke on yourself or on the third person—that surely can antagonize no one. Exaggeration in a comic and transparent way hurts no one—it, too, is safe. A thing pictured in a wrong environment is comical. Again certain natural or artificial words when strung together are humorous by reason of sound alone.

"Carlyle said: 'Humor renders low things poetical to the mind. The man of humor sees common life, even mean life, under new light of thoughtfulness and love.'

"There are two hints in that quotation. One—advertising must deal largely with the things of 'common life'—so give humor a chance. Two—as long as you use humor sympathetically and without poking fun at the reader or the product advertised you are pretty sure to be safe."

A few advertisers have apparently been successful with humor even though they have gone to the extreme of kidding their own products. An outstanding example, of course, is that of Ed Wynn, the Texaco Fire Chief, who pokes fun at the commercial announcements. Other comedians on the air have either openly ridiculed the advertiser and his product or adopted an attitude of bored toleration whenever the program was interrupted for the sales talk.

The popularity of the radio programs on which comedians such as Ed Wynn, Jack Benny, Jack Pearl, Stoopnagle and Bud, Fred Allen, Burns and Allen, Joe Penner and others have been starred would

seem to be evidence enough of the acceptance by the general public of humor.

There are two principal dangers, as we see it, in the use of humor. First of all the emphasis is frequently placed elsewhere than on the product and the sales message. The readers or listeners are attracted and mainly interested in something that usually is only in-



Even if this has never happened to you, don't be too sure you haven't got dandruff—the enemy of healthy hair. Wildroot Hair Tonic is guaranteed to remove it. Stops itching too.

WILDROOT the guaranteed HAIR TONIC

NEW LARGE SIZE—FORTY PERCENT MORE WILDROOT—SAME PRICE

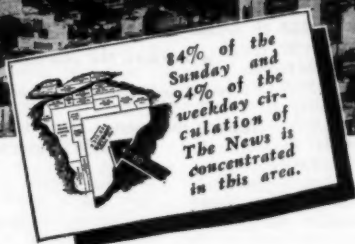
Among the current campaigns that use humor is Wildroot's

directly related to what the advertiser really wants to get over.

The second danger is that of determining what is and is not funny. As any comedian knows, it is rarely possible to tell in advance what an audience is going to laugh at. Comedians are able to judge their jokes by the laugh response on the stage or from the studio audience. The advertiser who uses a picture which he believes is funny may find that a great many of his prospects don't agree with him. In that case not only is the effect of the advertisement killed but it is possible that some damage is done to the advertiser's reputation. His readers may laugh at him for printing such things.

There is another important point

Detroit's Recovery Leads Nation



Even the eye of our sky-reporter, who has flown 170,000 miles above the Detroit territory, cannot bring you the full significance of Detroit's marvelous comeback. This is the best spring in many years, full of an upleaping spirit of greater accomplishment whose influence is felt throughout the country.

Here below you is the heart of the **FOURTH MARKET IN THE UNITED STATES**, a city that experienced in 1934 the

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most remarkable rebound of any major city in this country. Production of automobiles and Detroit's employment figures for the first quarter of 1934 equal 1930 levels.

This revival of activity is not due alone to the unusual achievements of the automotive industry, of which Detroit is the world center. While there are 380,000 workers in the manufacturing and mechanical industries in the Detroit territory, there are 386,000 workers in a variety of occupations that make the life and activity of a metropolitan city.

Anyone hoping to do business in Detroit or to understand the possibilities of the great Detroit market for all kinds of commodities should be familiar with the relationship of THE DETROIT NEWS to this territory. It has been recognized for many years as the home newspaper of Detroit. Character and coverage combined make it one of the most powerful tools in all America for getting business.

THE DETROIT NEWS, in 1933, as in previous years, was the overwhelming first choice of each of the five largest retail advertisers in Detroit who used from 57% to 81% of their advertising money in THE DETROIT NEWS. THE NEWS is fourth in the U. S. in total advertising. Daily and Sunday, it has the largest circulation in the Detroit Trading Area.

The Detroit News

New York

THE HOME NEWSPAPER

Chicago

L. A. KLEIN, Inc.

J. E. LUTZ

Member Metropolitan Sunday Newspapers and Major Market Newspapers, Inc.

that should be noted in passing. Men seem to be more susceptible to humor in advertising than women. This does not imply that women do not have a sense of humor but, rather, that they take the job of product selection seriously. It is significant that women's magazines carry very little humorous material. The leading funny men and women writers are seldom found in these publications.

The medium in which a campaign is to appear will frequently have a bearing on whether or not a humor-

ous appeal should be used. There are some periodicals for example in which humor would be very much out of place. In comic sections and humorous magazines a special type of advertising may fit perfectly.

It must be admitted that those advertisers who inject a lighter touch into their copy do offer a welcome relief from much of the too-serious copy. So many advertisers, these days, are sponsoring funny campaigns which make the public laugh without the advertiser either intending or realizing it.

Free Brooms

SEVERAL months ago PRINTERS' INK reported the details of the plan being used by the Williams Oil-O-Matic Heater Corporation in connection with its offer of a free shovel to owners of homes heated by coal furnaces. An adaptation of this idea is the basis of an offer advertised by the two distributors in the New York metropolitan area of the General Electric Company.

Full-page newspaper space in color offers a broom free to the first 3,000 housewives who send in the coupon incorporated in the copy. The advertisement appeared

last Saturday and on Tuesday of this week, returns had exceeded the number of brooms offered.

As the returns come in, they are being sorted and allocated to the nearest dealer in each territory. Dealers are to deliver the brooms, get a receipt and forward this to the two G-E metropolitan distributors. It is anticipated that dealers will call with a vacuum cleaner and take advantage of the opportunity to demonstrate its performance in the home.

Copy included the names and addresses of dealers in the territory.

Bowman and Crane Start Own Agency

Charles Luckey Bowman and P. H. Crane, both of whom have been with Cowan & Dengler, Inc., New York agency, have organized their own advertising agency business under the name of Bowman & Crane. Offices are in the Empire State Building, New York. Mr. Bowman, at one time, was vice-president and general manager of Stanco, Inc. Mr. Crane formerly was in charge of the Berlin office of the J. Walter Thompson Company.

Ricketts with Ross Federal

William Ricketts has joined the merchandising staff of the Ross Federal Service, Inc., New York. He was formerly with Cowan & Dengler, Inc., and more recently, was with Benton & Bowles, Inc.

Seagram Account to Blackman

The Seagram-Distillers Corporation, New York, has appointed The Blackman Company to handle its advertising on all its brands of whiskies and gins.

Harriman and Crowninshield To Address Four A's

Henry I. Harriman, recently re-elected president of the United States Chamber of Commerce, will address the annual dinner of the American Association of Advertising Agencies at the Mayflower Hotel, Washington, D. C., May 22.

Frank Crowninshield, editor of *Vanity Fair*, will be the only other speaker at the dinner.

"Meat," New Publication

Monthly publication of *Meat*, to be edited for the meat packing industry, will soon be started by E. B. Nattemer, with headquarters at 205 West Wacker Drive, Chicago, and an office in the Victor Building, Washington. Kenneth H. White is business manager and Jack Bain, Eastern manager.

With Blackett-Sample-Hummert

Bennett Bates, formerly with Ruthrauff & Ryan, Inc., New York, has joined the copy staff of Blackett-Sample-Hummert, Inc., Chicago.

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Four Space Buying Tests

Intangibles, Far Removed from Statistics, Guide This Agency Man in Placing Magazine Copy

By Kent R. Costikyan

Of Platt-Forbes, Inc.

"I AM not interested in your circulation" is a remark I have often shot at an ardent space salesman to his obvious astonishment and discomfiture. In this article I want to justify that remark.

Perhaps if I put this in more specific language, my justification job will be easier. It might run thus: "I assume that your A. B. C. circulation is correct; that your publication reaches the class of people who compose our market but I am a bit fed up and dizzy with the array of figures you are presenting. What I am really interested in are the intangibles." Or thus: "I depend upon our space buyer for statistics; what I want to guess is your pulling power *per subscriber*."

Of course pulling power per subscriber is a guess. Yet observations and tests I have made in class publications have convinced me that the intangible factors upon which this depends constitute at least 50 per cent of the value of any periodical as an advertising medium.

Here are some of the questions an advertiser might well ask outside of the statistics or surveys, however accurate and unbiased:

1. Does the magazine lie on the living-room table or are its edges well thumbed? It would be very helpful if there were figures on "thumb marks per page," but this will probably always remain in the realm of speculation.

2. Do the subscribers read only the editorial matter or have they developed a real interest in the advertisements *per se*?

3. Does the magazine make it hard or easy for the subscribers to find and patronize the advertisers?

4. If a coupon is attached, what percentage of inquiries is likely

to come from real buyers as against curiosity seekers?

Of course the answer to some of these questions will depend upon the size, position and merit of the individual advertisement. But that is the worry of the copy writer and the firm that pays the bill. Here we can be concerned only with factors involved in the selection of a medium—factors under the control of the magazine itself. These questions probably never will be answered accurately. Yet there are weather-vanes that give a fair indication.

Do Subscribers Really Read It?

Take question one—Is the magazine read? This is not such a foolish question. Radio, the moving picture and the automobile are competing for subscribers' leisure time as never before. The pocket size of *PRINTERS' INK* is an intangible factor that creates more thumb marks and hence more chance for advertisers—more pulling power per subscriber. Absence of high pressure and questionable circulation methods can logically be taken as an indication that subscribers are getting the magazine to read it and not merely to let it lie on the table. A good percentage of renewal subscriptions should mean that readers have not become tired of the magazine.

A liberal use of color always impresses me favorably. There is something irresistible in good color. I think subscribers will at least run through a magazine liberally sprinkled with colored illustrations. Then, it is possible to find out some things from subscribers with whom one is personally acquainted. An informal conversation will often reveal facts

that do not come out in a printed questionnaire.

Question two is one of the most important yet the hardest to estimate—Do the readers read the ads? That advertisers recognize this problem is evident from the trend toward advertisements in editorial dress—"wolves in sheep's clothing" some might call them. Reader interest in the advertising pages goes deeper than the question of merely being mixed with reading matter. It concerns the subscriber's attitude toward a magazine's advertising as a whole. I do not subscribe to the theory that advertising is forever doomed to compete with reading matter. I know men and women who read some magazines from cover to cover for their interest in the advertisements alone—some men and women who read at least the headlines of every advertisement except classifieds.

Why People Read Advertising

Perhaps we can get at this problem by asking another question: "Why do people read advertisements?" I think there are three reasons: (a) Because the advertisements are interesting; (b) because they concern subjects or problems about which they, the readers, are thinking at the moment and (c) because the readers have in mind buying some particular product. So we may conclude (a) if most of the advertising is well presented and interesting (b) if a good percentage of the advertising has to do with products related to the editorial matter and (c) if the advertising is well arranged and classified—then a strong reader interest in the advertisements should be the logical result.

It seems entirely reasonable to assume that if people read a magazine devoted to home decoration they will be interested in advertisements on furniture, draperies, rugs, etc. The advertising pages of a magazine, in a sense, are like the counters of a department store. If the merchandise is arranged helter-skelter where shoppers can't find it, they will soon get tired of looking for it. If a family is looking

to buy an oil-burner, I believe they would use advertisements more if they could find oil-burner ads reasonably close together instead of scattered throughout the magazine. This is not entirely in accord with orthodox views. Yet I believe that good arrangement and editorial tie-up, assuming the advertising is interesting, are vital intangible factors in pulling power per subscriber.

Whatever the causes, this intangible reader interest in the advertising pages is a priceless asset to any magazine—hard to win and easy to lose. Its dollar value is often reflected in the milline rate. No magazine can afford to neglect it. Sooner or later an antagonism or indifference on the part of readers to a magazine's advertisements will show itself in lost contracts. It is especially important in selecting a medium for small space.

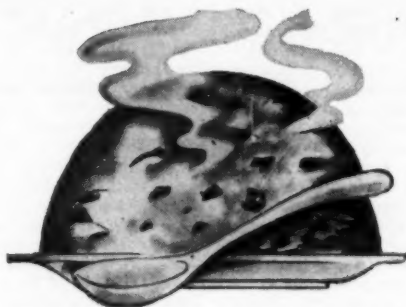
Question three affects readers who are ready to buy. They comprise the most important readers from the advertiser's standpoint for they mean possible immediate orders. Does the magazine make it hard or easy for these potential buyers? Taking the family that wants to buy an oil burner as an example again, can they find out about oil burners in the pages of the magazine without too much effort? Buyers are usually hesitant and lazy. Unless everything is made easy for them, they may postpone a purchase or give it up altogether. For this reason a classified index of advertisers always appealed to me as an intangible influence in the right direction. Some business publications have used a business reply card bound in, to facilitate inquiries—another sound sales help. An active buyers' service bureau conducted by the magazine should logically add to the effectiveness of advertisements.

Question four—the old bugaboo of the curiosity seeker. This must be tested. In the last three years the item "Cost per inquiry" has been superseded by "Cost per good inquiry." A method followed successfully has been to divide all inquiries into three classes: (a) Customers already on the books or on

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THE PROOF OF THE PUDDING . . .

Let your finger fall anywhere on a map of Baltimore. You will be pointing to a section consisting of hundreds and hundreds of "solid blocks," where every occupied house receives Sunpapers by Authorized Sunpaper Carrier . . . which indicates city-wide eating of the pudding and liking it.

In a Northeastern section, for example, out of 1158 occupied houses on a Sunpaper Route, the occupants of 1103 of these homes get Sunpapers by Authorized Carrier Delivery—which is more than 95 per cent. coverage.

At the other end of Baltimore—in a Southwestern section—903 homes, or more than 83 per cent. of the 1077 occupied houses on another Sunpaper Route, receive Sunpapers by Carrier.

Such efficiency, such coverage—here, there, everywhere in Baltimore and suburbs—place emphasis upon what most advertisers already know: Baltimoreans are most readily reached through The Sunpapers—morning, evening and Sunday.

THE SUNPAPERS IN APRIL DAILY (M & E) 279,214

**THE
MORNING**



EVENING

**SUN
SUNDAY**

New York: John B. Woodward, Inc.

Chicago: Guy B. Osborn, Inc.

Detroit: Jos. R. Scolaro

St. Louis: C. A. Cour

Atlanta: Garner & Grant

the books of a dealer, (b) potential customers with the means to buy and (c) N. G.'s Through available city directories, telephone books, etc., it is now possible to measure the quality of inquiries as well as the quantity, and there is no reason why an advertiser should remain in the dark on the real value of the inquiries coming in response to an advertisement. Tests will reveal striking differences between mediums in this regard.

After all these factors are considered, we come to another—the law of diminishing returns. There is a point beyond which no magazine can expand without lessening the pulling power per advertisement. It is of course extremely difficult to know when this law is beginning to operate. When a magazine has been running all advertising next to reading mat-

ter and finds it is becoming too crowded to do this, it is admitting the law of diminishing returns by its own action. Whatever influence this law may have had in 1929, it can probably be disregarded today. It is not at all unlikely that it may begin to operate in the future again. It is the law that makes a good new medium sometimes better than an established old magazine.

So possibly the space buyer who picks his mediums on impressions is just as shrewd as the one who knows his statistics. Whichever method may be best (and probably some of both are required) it would be a dull life for advertising men and space salesmen if selections were made purely on the basis of circulation and statistics. The intangibles are what add the mystery to the picture.

Heads Dotted Line Club

W. J. McDonough, of the *Dry Goods Economist*, has been elected chairman of the Chicago Dotted Line Club. B. S. Bowen, *Boot and Shoe Recorder*, was named first vice-chairman and H. A. Morrison, *Railway Age*, second vice-chairman. Walter Painter, *Power Plant Engineering*, was elected secretary-treasurer.

Members of the executive committee are: C. L. Haskins, *National Petroleum News*, the retiring chairman; G. A. Ahrens, *Pencil Points*; C. C. Bennett, F. W. Dodge Corporation; C. F. Loeffel, Ahrens Publishing Company; Win Conley, McGraw-Hill Publishing Company; and C. A. Barnes, *Baker's Helper*.

The club plans a golf tournament for June 12 at the Medinah Country Club. E. T. Eyer, *Architectural Record*, is in charge of arrangements.

New Aviation Publication

Southwestern Aviation has started publication, with offices in the Ledger Building, Fort Worth, Tex. George E. Hadaway is editor and A. T. Barrett, Jr., general manager.

Providence Bureau Elects

Elmer F. Seabury has been re-elected president of the Better Business Bureau of Providence, R. I., for his fifth consecutive term.

Detroit Office for Hopewell

George T. Hopewell, publishers' representative, New York, has opened an office at 7310 Woodward Avenue, Detroit. Van Best is in charge.

Desbarats Agency Re-organized

The Desbarats Advertising Agency, Ltd., Montreal and Toronto, has been re-organized. E. Desbarats heads the new company as president. E. A. Good-eve, formerly with A. McKim, Ltd., and the James Fisher Company, joins the organization as vice-president and general manager. E. W. Desbarats has been appointed secretary while Duncan Desbarats continues with the agency as account executive. Leo Lamothe, who joins the agency as account executive, has been with Quebec newspapers for over eighteen years. A. H. Maclauchlan returns as manager of the agency's Toronto office, a position he held from 1922 to 1929 when he left to become manager of the Montreal office of Batten, Barton, Durstine & Osborn, Inc.

With New Detroit Agency

Kenneth L. Wright has been appointed production manager of the recently organized C. E. Rickard Advertising Agency, Detroit. He had held a similar position in the advertising department of the Packard Motor Car Company.

Henry B. Humphrey Retires

Henry B. Humphrey has resigned as head of the Boston advertising agency which bears his name and which is one of the oldest of New England agencies. He is succeeded as president by his son, Henry B. Humphrey, Jr.

Start "The Architectural South"

Beginning with a July issue, publication of *The Architectural South* will start. Offices are in the Palmer Building, Atlanta.

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Packaged Gardens

International Company Opens New Markets for Home Use of Mulch Paper

By Eldridge Peterson

MANY people who never knew what mulch paper was are learning this spring as the result of a package and merchandising plan which the International Paper Company, owner of the mulch paper patents, has introduced to widen its market.

Mulch paper (to those as yet uninitiated) is a specially treated kraft paper manufactured for agricultural purposes to take the place of dust, straw, pine needles and similar mulches that have been used for generations. Its talking points are that it conserves moisture in the soil by checking evaporation; it prevents the growth of weeds as no weeds can grow through the mulch paper and are therefore smothered under the paper; it does not reflect the sun's heat but transmits this heat to the soil where it is absorbed. Mulch paper has been used for fifteen or more years in Hawaii where over 45,000 acres of pineapples are grown through mulch paper. Since its introduction in the United States its use by large commercial growers and by home gardeners as well has increased yearly.

What this new merchandising idea does is to open up a new market for the product among the vast number of amateur gardeners whose horticultural activities are confined to the area of their own backyards or maybe to a border of flowers along the front lawn. Not only are these lay gardeners being offered the small units of mulch paper they require but they are being sold a whole garden, wrapped in a cylindrical tube.

The whole idea began when an outsider approached the International Paper Company with the ingenious suggestion that it sell a combination of mulch paper, seeds, fertilizer—in fact all the necessary materials for a complete garden—

as a single unit. Although this plan involved selling seeds and other items which it did not manufacture and although its sole interest was in increasing the sales of its mulch paper, the company was quick to see in this suggestion not only increased paper sales but an educational value of great helpfulness.

The result is a registered trademarked unit which is being merchandised as the "Come-Pakt Planned Garden." It is being sold in three sizes which offer ten-foot gardens, eighteen, twenty-four and thirty-six inches wide.

The units are packaged in a specially and artistically designed tube and each unit contains the following items: A roll of mulch paper patterned in numbered blocks with holes through which to plant the seeds; numbered packages of seeds to be planted in the holes in the paper; Vigoro plant food; a spool of wire; and staples to hold the paper on the soil; plus instructions on how to make the garden.

Varieties, Colors and Size Carefully Planned

Seventeen selected varieties of flowers are available. A group of floriculturists co-operated in arranging the pattern for the paper design so that the planned garden is laid out tastefully with respect to varieties, colors, and height of the plants. Instructions also suggest that for larger gardens, two patterns of the same size can be laid back to back, thus grouping the tall plants of each unit in the center of the flower bed.

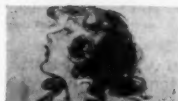
Another feature of the planned garden is that from the time it is planted the numbered varieties make it possible always to be able to identify the varieties. Another important feature is the fact that once the garden is planted the pa-

The Post audience was waiting for the

Mary Roberts Rinehart



TISH



BAB



MISS PINKERTON

"It is not easy to get into The Saturday Evening Post, but no writer, once there, has ever wanted to get out again. It has the best audience in America. I had arrived when at last I was published in the Post."

Mary Roberts Rinehart

BACK OF Tish and Bab and Miss Pinkerton is the ingenious and versatile brain of a brilliant author, Mrs. Mary Roberts Rinehart.

Back of the new designs that appear every season in Community Plate are the tireless and creative brains of brilliant designers and silversmiths.

And back of the friends of the author's people and the manufacturer's products is The

Saturday Evening Post.

For the Post possesses a unique and peculiar power to make national "characters" of the people in its fiction. And the Post has been equally successful down through the years in giving national character to the products in its advertising.

Yes—the Post has a way of winning for its advertisers, and it does for its authors, a mighty host of FRIENDS!

THE POW
ND LIFE
NATIONAL

THE

g for The Post audience was waiting for
rt *Community Plate*



**THE MAKERS OF
COMMUNITY PLATE AUTHORIZE
THE PUBLICATION OF
THIS STATEMENT:**

"For twenty-two years we have advertised in The Saturday Evening Post. The Post has given us a platform on which to present our silverware before a vast quality audience—a platform we share with editorial matter that reflects the interests of a nation.

"Nowhere else have we found so satisfying a means of making our product part of the thinking and planning of American women."



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**THE POWER THAT BRINGS NATIONAL REPUTATION TO AUTHORS
AND LIFE TO THEIR CHARACTERS IS THE SAME POWER THAT GIVES
NATIONAL REPUTATION TO ADVERTISERS AND LIFE TO THEIR TRADE**

THE SATURDAY EVENING POST

"AN AMERICAN INSTITUTION"



This open display played an important part in introducing the packaged garden

per makes weeding and watering unnecessary.

Although these Come-Pakt gardens include the products of other manufacturers—Vigoro, Burpee seeds, etc., no tie-up has been made with these manufacturers, the products in the unit being bought directly for inclusion in the units.

Inasmuch as the new gardens represented a totally different market from those to which the company had previously sold mulch paper, the question of what outlets should carry the garden units arose. It was decided that new outlets, namely, grocery stores, hardware stores and department stores—would be the proper ones

for distribution. In these outlets, home gardeners would be more likely to notice the new product, if it were properly displayed.

The cylindrical packages of the planned gardens had been designed from the display point of view. In addition, a store dispensing display holding a number of each of the three sizes of the gardens was designed so that anyone seeing it on display would get the complete story of what these gardens were both from the copy and the illustration. Placed in a favorable position in a store this display tells the complete story quickly and at the same time shows the various sized units. As units are sold from this display new ones can be inserted from the dealer's stock. The display and counter card are given with each order of a case holding twenty-four assorted gardens.

The company has also brought out an envelope package containing everything necessary for a smaller, three-feet by eighteen-inch garden, and this is being sold for 20 cents in the Woolworth and Kresge chains of stores.

These smaller envelope packages serve as a sample of the larger units and will acquaint a larger audience with mulch paper.

Since the introduction of the planned gardens, the factory making the units has been working three shifts to keep up with the demand for orders. So far 300,000 units have been sold.

Choice of the proper outlets and the open display with its complete sales story have been important factors, according to James A. Burke, manager of the Mulch Paper Division of the International Paper Company, in getting this remarkable showing for a product just being introduced. The whole idea, he points out, opens the way to other uses. Planned gardens designed especially for cemetery plots, for example, are under consideration as a development of this packaged garden idea. These gardens also make a suitable and different gift for birthdays and holidays. The gift idea is facilitated by the package which has space allowed for addressing by mail.

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Stunt Collection Letters, . Slow Debtors

Sometimes Cleverness Works—with Good Judgment

By Arthur H. Little

WELL, here's the rubber-band letter. Heretofore in this series of articles on collection letters, I have mentioned it without quoting it. Now it will serve to open this session, which is to be devoted to letters that are "stunty"—some of them so tricky that they border on the bizarre.

The rubber-band letter comes from the ample collection-letter portfolio of Mitchell Brothers, Inc., of Bridgeport, Conn. It goes like this:

"Dear Mr. _____

"Here's a typical, conventional, normal, common, ordinary, everyday, familiar-variety rubber band.

(And here in the letter the band reposes, attached by a band of adhesive paper.)

"A certain amount of stretching keeps the rubber lively, according to rubber manufacturers; but too much stretching will break it.

"Credit terms are a lot like that, aren't they? There is a point beyond which they should not be stretched.

"I hope the rubber band will serve as a reminder. You have stretched sufficiently. Send your check now.

"Very truly yours . . ."

Last week we considered letters that, "while they avoid the spectacular, avoid also the stereotyped." Next week we shall be concerned with letters that, although they are form-dictated, are designed to cover special credit-and-collection circumstances.

This week we're off on a jaunt to something resembling a side-show. To conservative collection specialists, some of the specimens may look like freaks; but I hasten to add that they come from good

families. They come from portfolios in which there are other letters that are as conservative and conventional and impersonal as tax notices.

Now there are credit men who say, frowningly: "Tricky letters are dangerous. Suppose the recipient, catching the spirit of the occasion, writes a tricky letter back. Then where are you?"

Few collection managers who have held their jobs very long continue to hold the belief that you can build up an impressive collection record by going consistently breezy. Not one of them, I'm confident, would anticipate anything like a snowstorm of checks as a result of sending to a couple hundred scattered and unseen delinquents a letter reading:

"If you'll kick in with a check for \$12.10, representing your past-due balance, you'll surprise our bookkeeper to death. That will please us, because we want to get rid of her, anyway."

Yet—although I shan't try to explain why—letters almost as impossible as that actually have brought in errant remittances.

Timeliness and the Trick Letter

Possibly a part of the secret lies in knowing how far to go. Certainly the other part—and the larger part—lies in knowing when.

A credit manager who has explored the subject by trying out stunt letters in actual service is a man whom I have quoted previously in this series—T. G. Baker, credit manager of the Mantle Lamp Company of America.

"Indeed," Mr. Baker says, "that question of timeliness is mighty important. My own idea is that, if a stunt letter is to be used at all, it ought to be used only after the

The men who make America *t-i-c-k*



They want power and irrigation, so a mighty dam is flung across Boulder Canyon. They vision a new era in rail transportation, and soon a stream-lined train streaks across the landscape. They apply a photo-electric cell and make a machine operate with almost human intelligence. They develop knee-action wheels. They are the men who design things, build things, work things, decide things.

They are in short, the men who *create industrial* buying.

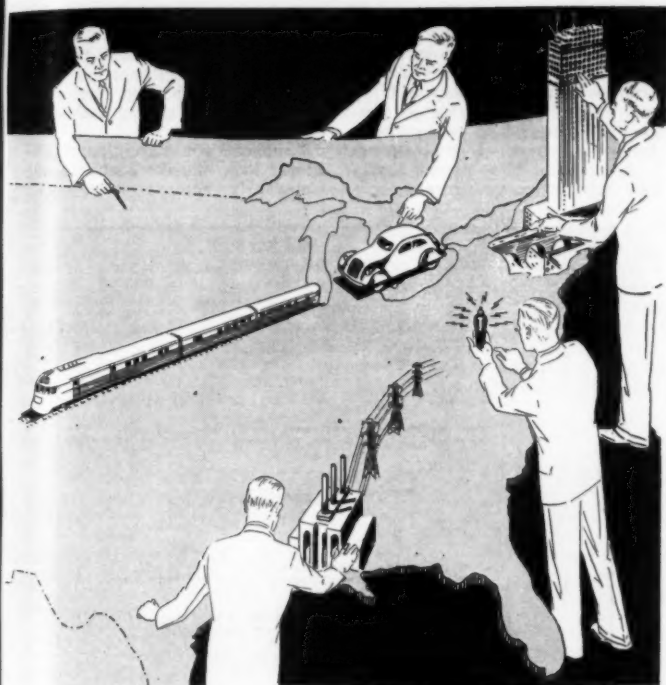
These are the readers of McGraw-Hill Publications. These are the key men we talk about in business and industry. These are the men who are intelligently sought out and solicited for subscriptions, by our own advertising and

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by a force of over 200 McGraw-Hill circulation salesmen, operating in every State, in Canada, and in Mexico.

If you're selling to business and industry, you can't ignore these men who do things. And you can reach them without waste effort, in papers which talk their own language, —in the advertising pages of McGraw-Hill Publications.

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McGRAW-HILL PUBLISHING COMPANY, Inc.

330 West 42nd Street, New York, N. Y.

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American Machinist
Aviation
Bus Transportation
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Electronics
Engineering and
Mining Journal
Engineering News-Record
Food Industries

Factory Management and
Maintenance
Metal and Mineral Markets
Power
Product Engineering
Radio Retailing
Textile World
Transit Journal

debtor has broken a series of conventional letters by some kind of response. As we all know, a certain number of debtors will answer ordinary demands for payment. In one way or another, that percentage will respond to conventional, follow-up letters. Every response is an opportunity to dictate a special letter, covering, in a conven-


"The Pilgrim Fathers CAME ACROSS in the Mayflower.

"Of course, your account doesn't date back quite so far; but you'll admit that it's a long, long time since you CAME ACROSS with some cash.

"Suppose you have your book-keeper look into the Mantle Lamp Company's account NOW. (I'll

MITCHELL BROTHERS INC.
MANUFACTURERS OF
WORST UNDERPMENTS


Nymphom



100 BROADWAY
NEW YORK
CITY
NEW YORK
ST. LOUIS
SAN FRANCISCO

DEAR SIR:

Here is a typical, conventional, normal, common, ordinary, every day, familiar variety, rubber band:



A certain amount of stretching keeps the rubber lively according to rubber manufacturers, but too much stretching will break it.

Credit terms are a lot like that, aren't they? There is a point beyond which they should not be stretched.

I hope the rubber band will serve as a reminder. You have stretched sufficiently. Send your check now.

Very truly yours,
MITCHELL BROTHERS, INC.

By

A trick letter built around a rubber band—a type of letter that must be used with care and judgment

tional way, the specific circumstances. And if that letter doesn't bring results, we follow it, sometimes, with stunts."

Mr. Baker calls his stunt letters by name. I shall quote a few that, he says, "have brought home more bacon for us than any other letters of this type that we have ever used."

Here is a letter that Mr. Baker calls the Pilgrim:

"Dear Mr. _____

"In re: Inv. _____ Date _____
Am't _____ Terms: _____

wager you'll find it O. K.) Then the thing to do is to instruct him or her to fix up one of your checks for you to sign and send to Chicago TODAY.

"In other words—

"Do as the Pilgrim Fathers did—
"COME ACROSS."

Here is the letter named \$-Sign:

"Dear Mr. _____:

"In re: THE ALMIGHTY \$

"There is a little matter that ONE of our customers\$ has\$ seem-
ingly forgotten entirely. Some make

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us promise\$ but do not keep them. To us it is an important matter—it's necessary in our business\$. We don't like to \$peak about \$uch remi\$\$ne\$\$\$. NUF \$ED.

"Very truly your\$. . ."

In what he calls the Brook letter, Mr. Baker goes in for verse. Thus—

"Dear Mr. ———:

"There is a poem by Tennyson called 'The Brook' and along toward the end it reads something like this:

"Men may come,

"And men may go;

"But I go on forever."

"Now, Mr. ———, you don't expect us to be like the brook, I know, and go on forever writing you letters about your past-due account.

"Fortunately, there is a way to put an end to this letter writing, and make us both happy. Here it is:

"Send on your check,

"And you will be

"Both cheerful and happy—

"And so shall we.

"Cordially yours

"The amount is \$——."

And here is the letter that Mr. Baker calls the Prayer:

"Dear Mr. ———:

"In re: Inv.—— Date——

Am't—— Terms:

"The fewer the words,
the better the prayer."

"Living up to this motto, and realizing that you are too busy a man to read long letters, we shall save you time and
skip

down

to

here

"If your remittance is not on its way, send it TODAY to

"Your considerate creditor . . ."

I have quoted the rubber-band letter of Mitchell Brothers, Inc. From the Mitchell file I now offer the pin letter. Pin letters are not rare; but this one seems to present

itself in a way interestingly different. It goes like this:

"Dear Mr. ———

(Pin impaled through letter here.)

"Here's a pin. Yep, it looks quite a bit like an ordinary pin, doesn't it? But this pin isn't any common or garden variety. No sir. Not by a long shot. She's really a magic pin.

"This pin will relieve you of a lot of worry and me of a lot of bother. It will set you square with me, and help me square myself with the other fellow. She's magic, all right—so be careful—don't lose her. Better be sure of it and play safe, for this is the pin you will want to use to attach your check to this letter in payment of the enclosed statement.

"Be sure to return this pin by return mail. Thanks.

"Very truly yours . . ."

Often it is advisable to make it easy for the debtor to answer. Out of the Mitchell file, here is a letter aimed at that objective:

"Dear Mr. ———:

"May we have a check—either a real check or pencil check in the appropriate bracket below:

"I shall appreciate it if you will check up and drop me the good news.

"The date is: ———; the amount is ———.

"() Can't possibly make it today. Will send one on (date) ———.

"() Here's part of it to show you our good faith.

"() Here's all of it. Now keep quiet!

"() We mailed you one on ———.

"Yours for service and
co-operation . . ."

Intended, also, to facilitate the debtor's answer is the Mitchell "50-50" letter. The sheet is divided, vertically, at the center. A heading reads: "HERE IS A 50/50 PROPOSITION."

The left-hand half reads as follows:

"On our 50% we'll say:

"Dear Mr. ———:

"You probably have our bill of

\$— among your papers, expecting to pay it very shortly.

"With the recent upturn of business, we are unusually busy building quality into our products and trying to render the right kind of service; but occasionally we have to give some time to collections. So won't you use your 50% of this letter to help us?

"Thanks!

"Very truly yours . . ."

The right-hand half, headed, "This is your 50%," is set up like this:

"Yes, payment has been over-looked, but—

"() Remittance in full is attached.

"() Check for part payment is enclosed; balance to be paid about —.

"() Unable to pay now, but promise to pay in full on —.

"Very truly yours,

Signature."

♦ ♦ ♦

With Hommann, Tarcher & Sheldon

George C. Rohrs has joined Hommann, Tarcher & Sheldon, Inc., New York agency, as an executive. He formerly was a vice-president of General Foods, Hellmann division; general sales manager of Atlantic Coast Fisheries and sales counselor for the Fidelio Brewery.

♦ ♦ ♦

Washington Taxis Carry Ads

The same rotating device, carrying advertisements in color, electrically lighted, that has been used in the Terminal cabs of New York, has been installed in the Blue Light cabs in Washington, D. C., by Wallace M. Hughes, Inc.

♦ ♦ ♦

Death of W. F. Schramm

William F. Schramm, account executive for Simmonds & Simmonds, Inc., Chicago agency, died recently. He formerly had been with the Moore agency and the McJunkin Advertising Company, Chicago.

♦ ♦ ♦

Has Air Conditioner Account

The Brown Corporation, Syracuse, N. Y., has appointed the Barlow Advertising Agency, of that city, to handle the advertising of its Action-Air, a new air conditioner for commercial refrigerators. Business papers will be used.

Surrounded, as we have been in this examination, by a collection of oddities, we might easily gain the impression that the whole world is queer, or at least slightly oblique. As a matter of fact, however, stunt letters aren't numerous. These that I have quoted represent a low percentage of the bulk of specimen letters from which these articles are being written.

Mostly, collection men are wary of extremes, and they look askance at cleverness; for, after all, business is real and earnest. Besides, it has created its own conventions and traditions; and many of its customs, though grown old and work-worn, are safe and comfortable.

Experience has demonstrated that, on occasion a stunt letter will induce debtor-penmanship. But good judgment suggests, first, that the letter writer be sure that the occasion is right and ripe, and second, that if he undertakes a stunt he must be sure that he can accomplish it with skill.

"Boot and Shoe Recorder" Appoints J. J. Reilly

John J. Reilly has been appointed art director of the *Boot and Shoe Recorder*, New York. At one time with The Blackman Company, Mr. Reilly more recently has been conducting his own business.

♦ ♦ ♦

Heads Artists Guild

Harvey Dunn has been elected president of The Artists Guild, Inc., New York, for the year 1934-35, to succeed Cyrus Le Roy Baldrige. Other officers elected were: Vice-president, Howard Willard; secretary, Thomas Benrimo; treasurer, Harry Stoner.

♦ ♦ ♦

Joins West Virginia Agency

Charles Hawes, former free-lance artist, has joined the Monte Little Company, Huntington, W. Va., advertising agency. This agency has been appointed to direct the advertising of Gwinn Bros. & Company, Huntington, White Fluff flour.

♦ ♦ ♦

Publishes "Market Research"

Market Research is the name of a new monthly magazine published by the Market Research Corporation of America, New York. It will provide news of surveys and articles on developments in that field.

T

65,000 GAIN in CIRCULATION within a year by The SUNDAY FREE PRESS

Leading the march of progress throughout the nation, Detroit is stepping ahead with the speed of "seven league boots." The growth in circulation of both the daily and Sunday Free Press is keeping thoroughly abreast of the remarkable recovery pace set by America's Fourth City.

Today, 65,000 more families are buying and reading the Sunday Free Press than a year ago . . . laying down 10¢ each for the greatest Sunday newspaper value in Detroit. And 65,000 families represent a whole city nearly as large as Toledo, Ohio, or Oakland, California.

Always one of the truly effective selling mediums of the country, The Free Press today is better . . . far better than any of its previous bests.

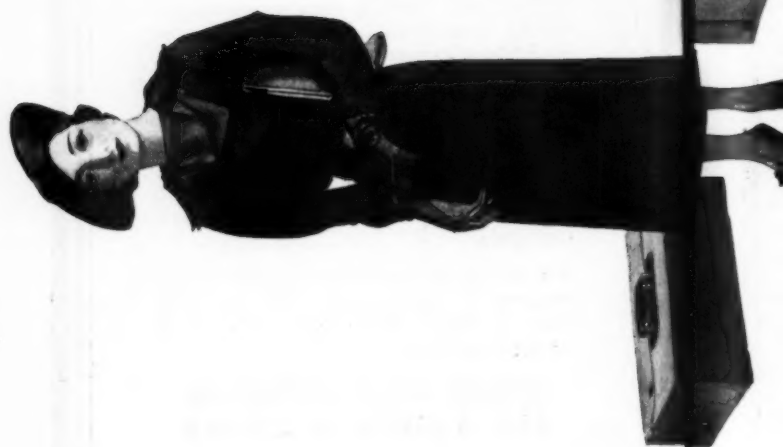
**AVERAGE DAILY CIRCULATION
NOW IN EXCESS OF 210,000**

**AVERAGE SUNDAY CIRCULATION
NOW IN EXCESS OF 250,000**

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1934

VERREE & CONKLIN, Inc., National Representatives



The range and frequency of her explorations would put old Marco to shame. She's the world's greatest traveler — by statistical evidence. Wherever roads lead and steamers ply, you'll find her today . . . hundreds of thousands of her.

Yet paradoxically she is the most competent, most efficient homemaker in history — constantly on the alert for improved methods, new devices — far too capable to be tied down by mere household routine.

To win the full respect and enthusiasm of this modern American housewife, her magazine must be a great deal more than a high grade trade-journal of home business management. That is the one reason why Woman's Home Companion is gaining so rapidly

in popularity with the younger element among American women. They like its terse, up-to-the-minute treatment of household news, its novel Jean Abbey shopping service, its readiness to follow up general articles with practical help on individual problems.

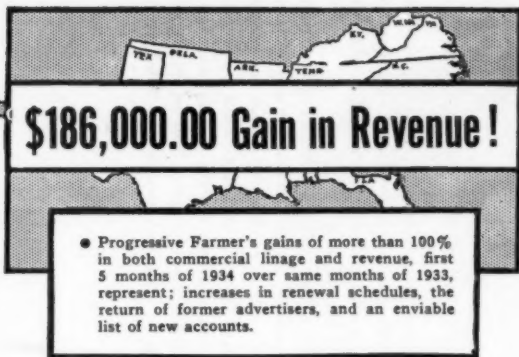
But most of all they like its attitude toward women. Its understanding that they want to do less housework, not more, so that they may have time for travel, sports, literature, the arts, all the thousand and one new interests that have come into the lives of American women in the last two decades.

As to advertising value — where can the manufacturer find a more receptive market than this great body of intelligently progressive women . . . broader interests . . . wider wants?



Companion

THE CROWELL PUBLISHING COMPANY • NEW YORK



\$186,000.00 Gain in Revenue!

- Progressive Farmer's gains of more than 100% in both commercial lineage and revenue, first 5 months of 1934 over same months of 1933, represent; increases in renewal schedules, the return of former advertisers, and an enviable list of new accounts.

PROGRESSIVE FARMER'S gains of \$186,000.00 and *42,000 lines in commercial advertising during the first 5 months of 1934 evidence the alertness of advertisers and agencies to the amazing recovery of the Agricultural South—evidence their recognition of the major medium in this major market.

And this alertness is bringing still wider recognition of the Rural South's increasing prosperity and of Progressive Farmer as its major medium.

*Gain of more than 32,000 lines in all-edition commercial.

Progressive Farmer and Southern Ruralist

THE SOUTH'S LEADING FARM-AND-HOME MAGAZINE

BIRMINGHAM, ALABAMA

RALEIGH, N. C. MEMPHIS, TENN. DALLAS, TEXAS

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He Got a Job and Made Good

Reprinting of Roy Dickinson's Article Brings Appreciative Letter from Modest Copy Writer

This letter was received by **PRINTERS' INK** shortly after the republication of Roy Dickinson's "How Shall I Break into Advertising?" which appeared in the issue of April 5. Asked for permission to print it, the writer assented only on the condition that his name be omitted. The reason, he says, is a frank dislike for the Horatio Alger school.

Editor of **PRINTERS' INK**:

The reappearance of Roy Dickinson's article "How Shall I Break into Advertising?" in the April 5 issue of **PRINTERS' INK** brings back a flood of memories to me—for I am the youngster who wrote him the original letter nearly seven years ago.

Shortly after the article appeared I took its advice and wrote a letter. It went to Lord & Thomas, Ayer, J. Walter Thompson and all the big agencies. I got some answers, most of which said "no" most politely. But one of them landed me a job as an office boy with a big 4-A agency. I've been there ever since.

I thought that perhaps Mr. Dickinson would be interested to know what I have done with myself, considering that he was so good as to invest several hours of his time to write me letters and finally the article in **PRINTERS' INK**.

I went to work in the shipping room, running errands. Moved from there to the file rooms and then into the production department. By the end of two years there, I had acquired a liberal education in the mechanics of advertising.

When the Great Deluge came in the summer of 1929, our staff, like all others, dwindled considerably. I found myself hanging on the lowest rung of the copy department, at last heading toward the job at which I had been aiming all of this time. It was pretty discouraging, as you can well imagine, to be surrounded with engravings and type and have copy aspirations, but the

first pangs of the depression provided me with the chance to jump—and I promptly jumped.

Thanks to the encouragement of men who perhaps remembered their own cub days, I got chances now and then to write odd jobs when everybody else was too busy to trouble with them. Things ran along for some time till the Big Account came, and I was given a regular copy berth and did my best to fit into shoes several sizes too large. Sometimes I've managed to hold on through the dark ages of the last four years, and I'm now a regular member of the copy staff, writing everything from refrigerators to dog foods.

There isn't much to this autobiography that has not been duplicated many times in other agencies by other men, but I thought that perhaps you might have wondered what ever *did* happen to that youngster who was so intent on getting a copy job with a big advertising agency.

Two Years of Good Training

I don't feel that I've quite "arrived" yet—not by a long shot. There are too many things to learn. But I'm mighty glad that my copy experience started out as it did with two years in the mechanics of advertising production. For a copy man, there are no substitutes for this essential groundwork when it comes to specifying how stuff shall be handled. It helps—a lot—to be able to "speak the language."

I hope that this long recital

hasn't bored you, but when I saw that familiar article again, I felt that perhaps I owed you an accounting of my stewardship.

If Mr. Dickinson is over our way, I'd be delighted and honored

if he would drop in and visit me. I've practically cut my advertising teeth on PRINTERS' INK, and I'd very much like to meet him.

Cordially,

Groucho Says:

A Springtime Chirp

SOME new contracts in! Boss worried for fear it is too good to be true. Skippy struts and swells his chest as always when things are stirring. Eagles looks hopeful. He thinks when advertising gets active maybe somebody will want a well-written advertisement. Maybe someone will. Economic brain stormers have had their say even if we simple souls mostly don't know what it's all about. Quite a lot of people are turning their minds toward buying, selling, marrying and giving in marriage.

We have all been made over. We have been through the hard school of adversity and come out just like we were when we went in except that we have seen the folly of saving our dough to provide a yacht for Mr. Insull, and now we want to buy things. We always want to buy things. If we saved money for Mr. Insull's use it was because somebody sold us the idea, not because it was our nature.

We've got nowhere blaming system for human nature.

Now for advertisements and more advertisements. Buying, more buying and more buying. That is the only thing which makes life possible for everybody. Don't let anybody kid you out of that idea. Even economics is a science of force and action.

It is in the air, this hunger to buy. Advertisements are the answer and always will be, forever.

No, I am not saying a word today about punk advertisements. Happy days bring their own cure for such things. We are naturally more graceful, gracious and sensible when we are well and happy. We prefer to be decent if the cost is the same and results are good. Beautiful things thrive when people are serene and busy—even beautiful advertisements.

How did I get this way? Got a nice new contract, that's why. It's a sweet.

GROUCHO.

New Detroit Paper

Broadcast News has been established as a weekly publication in Detroit. It is published by George Hackett, formerly of *Dairy Products Merchandising*, and Elliott S. Kinney.

Joins Scarsdale "Sun"

John Foran, formerly on the advertising staff of the Bronxville, N. Y., *Press*, has joined the advertising department of the Scarsdale, N. Y., *Daily Sun*.

Represents Automotive Paper

Leslie B. Parker, Detroit, has been appointed advertising representative in Michigan and Ohio for *Radco Automotive Review*, of Oakland, Calif.

Appoints Chambers & Wiswell

The Lane Manufacturing Company, Watertown, Mass., Babe-case paper diapers, has appointed Chambers & Wiswell, Inc., Boston agency, to handle its advertising.

Names Dayton Agency

The Airetool Manufacturing Company, Springfield, Ohio, has placed its advertising account with the Hugo Wagenseil Advertising Company, Dayton, Ohio. Refinery publications will be used.

Heuissler with Emerson Drug

J. S. Heuissler has resigned as treasurer and general manager of the Maryland Glass Corporation, Baltimore, to become field sales manager of the Emerson Drug Company, an allied company.

WASHINGTON is truly the National Mecca. Its visitors, according to reliable and conservative estimates, number annually well above two million. During the last twelve months 182 important national conventions were held here. Thus more than \$42,000,000.00 of tourists' money was turned into the city's channels of trade.

The National Capital is an ideal point at which to launch a national advertising campaign. **THE STAR**—Evening and Sunday—with its strongly entrenched prestige as Washington's reliable newspaper will carry your message regularly into the farthestmost homes in this prosperous market, and at the same time place it before the attention of this army of visitors. **YOU ONLY NEED THE STAR IN WASHINGTON.**

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. Lutz
Lake Michigan Bldg.



An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers, Inc.



July Closes with a 39.7% Gain in Linage

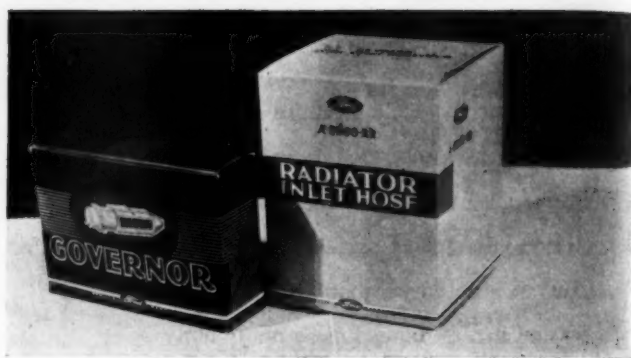
Total lineage gain for July is 39.7% with revenue 36% ahead. Both Cosmetic and Food Classifications made interesting gains. Among important food advertisers reaching younger housewives . . . *New Buyers* . . . thru Tower in July are *Jell-O* (four colors), *Fleischmann's*, *Borden's Eagle Brand*, *Gerber's Baby Foods* and *Clapp's Strained Vegetables*.

TOWERMA
New 7

Trust the younger housewife to know the latest tricks of smart grooming. Like the glamorous celebrities she sees pictured in society columns and current advertising, her array of nail polishes has as many hues as a sunset. Twenty-five years, the average age of Tower readers, is admittedly the age of *New Buyers*. Tower Magazines—Mystery, New Movie, Tower Radio, Home, Serenade . . . with their new livelier tempo interpreted by the greatest writers in America . . . are the media of *New Buyers*. Manufacturers who know the importance of reaching younger housewives direct through a cash circulation of 1,300,000 . . . concentrated in the 1269 markets where 75% of all retail buying is done today . . . have given Tower Magazines the biggest June and July in five years.

ER MAGAZINES, INC.

New York • Chicago • San Francisco • Hollywood



Standard Packages for All Ford Parts

Replacement Parts Makers Agree to Uniformity

EVERY replacement part and automobile accessory sold for Ford cars now is offered to buyers in an attractive package.

The Ford Motor Company has discarded a heterogeneous array of drab packages and replaced them with others of more colorful designs. The company has gone further and is now packaging practically every part listed in its catalog.

As a result of dressing up these functional parts of a car—most of them not things of beauty—several new merchandising angles have taken form.

Dealers have become more conscious of the importance of their parts business and great strides forward are being made. As soon as the first new packages had made their appearance, dealers began requesting extra empty boxes sufficient to make displays.

Like new toys, these packages struck a new note in the routine of the dealers; they furnished something to play with, to dress up showcases, to lend an air of color and interest to showrooms, to achieve a feeling of decorum about stock bins, to enliven display win-

dows and show passersby that there are other things here besides cars.

At one time, only about one-third of the total number of parts was boxed. In reviewing this condition among dealers and noting the untidiness of the stock, the management at once demanded that everything be packaged.

Those suppliers who had been putting their parts in cartons were allowed to exhaust their stocks of cartons on hand before adopting the use of the new ones. Thus the change was gradual; there was no breaking point between the old and the new.

It must be remembered that all replacement parts are not manufactured by Ford. It was necessary, therefore, to get the co-operation of outside suppliers. The suppliers fell into the spirit of the idea immediately, in spite of the fact that it submerged the identity of their products. Henceforth, these parts became genuine Ford automobile parts.

The original intention of the Ford Motor Company was to re-style only one package at a time and later, as the need to re-style others became apparent and as the

supply of cartons was exhausted, further changes would be made. All parts suppliers would be allowed to work out their own designs keeping an identification of genuine Ford parts only.

This piecemeal procedure was discouraged because of the belief that it would lead to confusion and defeat of purpose. A new viewpoint was offered and a plan submitted that won instant acceptance by the Ford executives.

"If any change at all was contemplated," declared R. G. Cooper, design consultant, "it should be considered from the standpoint of the entire line. Each item should not be regarded as a separate entity and considered individually but as a part of the whole, and the entire line of parts should have a relationship one with another. Thus can we get at a definite identification of genuine Ford parts."

The decision was finally made to classify the entire line of replacement parts into five different groups—(1) the Engine group, (2) the Mechanical group, (3) the Rubber and Leather group, (4) the Liquid group, and (5) the Nickel group. Accessories would fall into

another group, making six groups in all.

While all the groups carried almost the same motif of design with a band at the bottom identifying them as members of the same family and designating them as genuine parts, each one was done in a different treatment using a different predominating color.

As suppliers were given orders for parts, they were asked to deliver them in packages of the design prescribed by Ford. In this way, uniformity was attained and everything coming within the meaning of a certain group would automatically fall into the specifications of the design determined for that group.

The engine group is done in an all-over blue with white lettering shaded with black. A series of white parallel lines run up the sides and over the top. This band of lines, by the way, is a distinctive feature of each group, except the liquid group. In the mechanical group it runs laterally around the box. The accessory group is done in red, orange and, against a deep brown background, carries the illustration of the contents.



Brilliant blue-black and white letters and the white line effect characterize the engine group

OLD ADVERTISERS ENTER *New* MARKET

GETTING SALES OFFERED BY
1,300,000 Active Buyers..
Averaging 25 Years of Age

IN illustrating this announcement we can find space for only a fraction of the group of experienced advertisers who are heading the rush to Fawcett Women's Group. But if you'll look through any issue of any FWG magazine, you'll see how impressive that rush has been. In the last year, more than a hundred firms, including many of the biggest and best-known publicity advertisers of America, have entered Fawcett Women's Group—with new accounts coming in every week.

96.13% NEWSSTAND SALES!

It's only a logical development! For Fawcett Women's Group is delivering a guaranteed group of 1,300,000 *young women*—active buyers all; most of them wage-earners; the balance chiefly wage-earners' wives. And as the coupon advertisers can tell you, these Fawcett Women's Group

readers are active, eager seekers of new things. They want to read your story—and if that story is at all attractive to women, they want to try your merchandise.

**1,300,000 GUARANTEED—
1,500,000 DELIVERED!**

What is more, this 1,300,000 guaranteed circulation is only the base figure for a circulation that is actually well above 1,500,000 *net paid*. When you realize that 96.13% of this circulation is bought at newsstands you'll realize what this steady growth means; and why successful advertisers are so interested in the new FWG market.

Write, wire or phone the nearest Fawcett Women's Group Office today and ask our representative to come up and add to this little outline the facts which especially pertain to your advertising, which we may have omitted here. Do it to-day.

Fawcett Women's Group

FAWCETT PUBLICATIONS, INC.

NEW YORK: 32 Vandewater Avenue CHICAGO: 819 So. Michigan Avenue
MINNEAPOLIS: 529 S. Seventh Street LOS ANGELES: 705 Bendix Building SAN FRANCISCO: 1625 Ross Building



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And That's What I'd Like to See!

With Space and Manager!

...and that's what I'd like to see!

THE NEW YORKER

...and that's what I'd like to see!

THE NEW YORKER

...and that's what I'd like to see!

Learn how pleasant a bus trip can be!

GREYHOUND

...and that's what I'd like to see!

Dentyn

as you go along

Chesterfield

Smiles MILLER says "CHESTERFIELD"

THE NEW YORKER

...and that's what I'd like to see!

THE NEW YORKER

...and that's what I'd like to see!

The girl nobody wants to be

MURINE

...and that's what I'd like to see!

MY SECRET

is your Beauty

GANTNER WIKIES

are perfect for the All-American Girl!

MURINE

for your eyes

Water-Works Mailing Lists

WATER WORKS ENGINEERING
NEW YORK

Editor of PRINTERS' INK:

Your reply to the Birmingham, Ala., inquiry regarding "Personalized Mailings" on page 36 of your April 26 issue is interesting. It conforms with our own experience of more than fifty years' work in the water-works field in that it is important to have the full name and title of the water-works official wherever possible; but may I take exception to the statement: "The Superintendent of the water works in Perkins Four Corners, Nebr., considers himself a pretty big shot in his community. He is probably a politician and prides himself on the fact that he is known to every man, woman and child within 100 miles of Perkins Four Corners. A letter addressed to him as water-works superintendent will seem to him to insult every tenet of his political faith."

As a matter of fact, the water-works superintendent, generally speaking, is less of a political fig-

ure than any other type of municipal official you could mention. His work is of a fundamentally important, specialized, nature, making it difficult if not impossible to supplant him with every change in political complexion of the community, and as a rule he functions year after year, working his way up in the water department.

A mailing list, none the less, requires constant upkeep to register promotions, resignations, deaths, changes of address and what-not, making it a difficult and expensive matter for every manufacturer who maintains his own list.

You say, (paragraph four) "Every municipal official knows that there are directories in which names are given and he knows also that these names are available to manufacturers who are trying to reach him."

As a matter of fact, outside of the files of publishers who specialize in this field, there is no directory of any kind covering the water-works officials of the country.

KARL M. MANN.

C. W. Cook Given New Duties with General Shoe

C. W. Cook has been appointed advertising manager of the General Shoe Corporation, Nashville, Tenn. He is assistant secretary of the corporation and will retain that title with his new work in charge of the advertising of the corporation and its affiliated divisions. Henry Boyd has been elected an assistant secretary also. He has been placed in charge of the merchandising department.

This company reports that it is extending its program this year on its two branded lines—Friendly and Fortune shoes.

Manley Joins Electrolux

Mart Manley, recently advertising manager of the Air-Way Electric Appliance Corporation, Toledo, is joining the Electrolux Company in a sales promotion and advertising capacity at New York.

With Powers-House

Foster Perry, formerly with Ruthrauff & Ryan, Inc., and the D'Arcy Advertising Company, has joined The Powers-House Company, Cleveland, as account executive.

Licensed Trade-Mark Allows National Campaign on Beer

A plan whereby a single brand of beer will be featured by licensed breweries in every section of the country, thus allowing for national advertising of the brand, as well as localized promotion, has been developed by Harry A. Chesler, Chicago. The brand to be featured is "King-Kole" and a complete line of ale and soft beverages will be merchandised. It is planned that brewers and bottlers operating under a franchise will remain totally independent of each other, will make their own brews and beverages, following a specific formula, and will benefit from co-operative advertising and promotion on a national scale.

To Publish "Garden"

The Forbes Publishing Company, New York, is planning publication of *Garden*, a new publication for owners of estate and suburban gardens.

Has Distillery Account

The Glenmore Distilleries, Inc., Louisville and Owensboro, Ky., has appointed Reincke-Ellis-Younggreen & Finn, Chicago, as its advertising agency.

Teaching Dealers the ABC's of Advertising

Blue Flash Gasoline Presents Fundamental Story

THE Pocahontas Oil Corporation, Cleveland, markets Blue Flash gasoline. It is strictly a marketing organization—and as such it embraces the opportunity to merchandise its product to its dealers and their salesmen.

Recently, in meetings of these gasoline station salesmen, the company's advertising was brought under the spotlight. The advertising subject was brought in as part of a balanced sales program, which was interspersed with black-board talks—and even a Houdini rope escape, to illustrate how to overcome obstacles.

The advertising theme is given below in its entirety as an example of a dealer presentation that gets back to fundamentals:

All Blue Flash salesmen, dealers and dealer salesmen are entirely familiar with Blue Flash features such as mileage, anti-knock, purity of product assured by locked and sealed tanks, in general, the features of the gasoline itself. They are able to present them intelligently to customers. These features are important since through them it is comparatively easy to show the superiority of Blue Flash.

There is one selling feature, however, not directly embodied in the product itself, that is of outstanding importance in helping make sales—the company's advertising—a most valuable tool in the sales kit. It is so effective as a sales help that every salesman should learn how to use it to best advantage.

Advertising that has been continuous in various forms for twelve years is like a battery that has been charged, and charged. The battery needs only a terminal contact to release the stored-up power.

Blue Flash advertising has definitely established a quality impression in minds of thousands of

Cleveland motorists. Some of them are customers. Others accept the fact that Blue Flash is top-notch in quality, though for reasons of convenience, or any other of a half dozen causes, they may not be regular or even occasional customers. This second group is already convinced that Blue Flash is good. The thought of quality has been stored in their minds for years by the "advertising generator." Their impressions of Blue Flash could come only from the advertising.

This being true, the only contact point or common meeting ground that the salesman has with the new customer is the company's advertising. Why not use it?

Establishes Immediate Contact

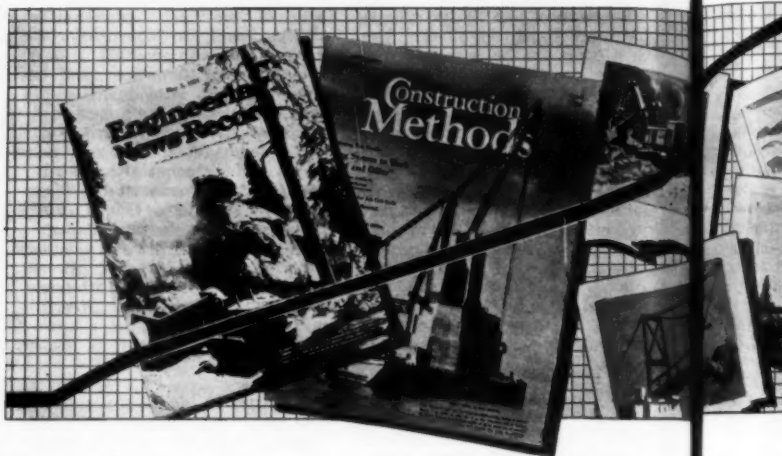
It is entirely logical that a salesman make reference to a current campaign. In this way he establishes immediate contact with the stored-up impressions of years and with the timely impressions of the campaign running at the time. These impressions are favorable, otherwise the customer wouldn't be in the station. Why not cash in on them?

By mentioning the current advertising, he starts on familiar ground. "Did you see our ad in this morning's paper—or last night's paper?" not only brings to mind a picture of the most recent advertising contact that the company may have had with the customer, but it goes into his sub-conscious mind as well. He may not have seen last night's press, but . . . be sure, he will remember having seen some kind of Blue Flash advertising.

So it is entirely logical and reasonable to use advertising to furnish a common meeting ground with the customer.

But, advertising goes far beyond that. The "copy" in the advertising, what the ad says, gives a sales-

ADVERTISING *defi* the construction industry's *FO*



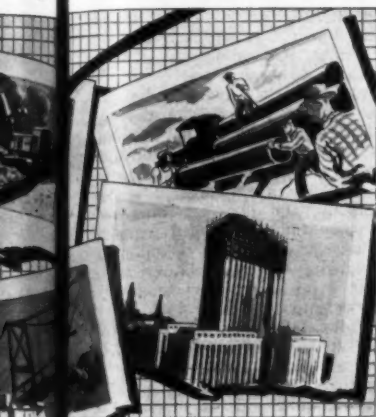
INDUSTRIAL publications like *Engineering News-Record* and *Construction Methods* are reliable barometers of the industries that they serve. Ups and downs in the activities of the fields are registered immediately in the advertising pages. It is a well-known fact that advertising in such publications follows the course of the industry and a rise, once underway, is always reflected in an increased use of advertising space.

The five-month pick-up in advertising volume in *Engineering News-Record* and in *Construction Methods* is therefore encouraging more ways than one. It is encouraging to us, of course. It is encouraging to the engineering construction industry as an industry. The indication that it is definitely on the way up. And it is encouraging to the durable goods industries which depend upon engineers and contractors for machinery and equipment sales.

ENGINEERING NEWS-RECORD • CONSTRUCTION

McGraw-Hill Publication

NG definitely indicates that try's **FORGING AHEAD . . .**



1934 PROGRESS IN A NUTSHELL

New capital available for engineering-construction work is nearly 400% ahead of a year ago.

Contracts awarded are 54% higher in dollar value.

"Bids asked," the forerunner of contracts, jumped from an average of 150 a week in January to 239 a week in April.

The first 5 months of 1934 *Engineering News-Record* carried 198 more advertising pages than in the same period last year.

Construction Methods showed an increase of 93 pages, the May issue being the biggest in 3 years.

76 advertisers who haven't been in these papers for a long time resumed advertising in this period.

Note in the adjoining column the intimate relationship between industry status and publication status—how the improved health of one affects the health of the other. It is conclusive evidence that it is time to revive some of that old, aggressive sales planning. The 1934 market is one of more than normal expectancy for you it you must add the neglected markets of 1930, '31, '32 and '33. We'll be glad to help you or our advertising agent develop your plans.

CONSTRUCTION METHODS, New York
Publications

man a keynote for a sales talk.

What is said in an advertisement, *how* it is said, the way the facts are presented, is not arrived at haphazard, but by careful study in advance of the campaign. This study deals with the product itself, of course. But it goes much further. The study includes competition, what they have done, what they are going to do, as far as can be determined. It recognizes general business trends, and particular trends taking place in the gasoline business.

In other words, the advertising copy in your advertisements represents that which, in the judgment of executives, is the most timely and effective thing that can be said about Blue Flash at the particular time the advertising appears.

A Carefully Weighed Message

By using phrases direct from the advertising, the salesman is presenting a message that has been carefully considered, weighed in the balance of experience, checked against trends, fine tooth combed for errors. It is the boiled down essence of what the company wants the public to know about a product. It *must* be boiled and refined, because advertising space is very expensive.

Because the new customer knows Blue Flash in advance through advertising, thus establishing a common meeting ground, and because the advertising consists of the boiled down sales message that the customer should know, isn't it reasonable to use the advertising in sales work?

If a salesman will think of his firm's advertising as a sales assistant, a helper who is on the job all the time, following up the regular customer, while that customer is *not* in the station, he gets a clear picture of the job that advertising does among old customers.

The morning paper goes directly into his home and says—"Good Morning, Mr. Regular Customer, here's the latest news about your favorite Blue Flash."

Mr. Customer drives downtown. Somewhere along the way a Blue

Flash poster board waves to him, and shouts, "Glad to see you. Come to a Blue Flash station when you want the best."

Two or three miles further, he sees another poster board. The customer's impression of it is stronger because he saw the first one. Perhaps that day or the next an evening paper sneaks up to him and literally yells—"Don't forget Blue Flash!" And each evening at dinner, the radio says, literally—"Come to Blue Flash!"

Advertising is a two edged sword that creases the consciousness of both prospect and regular customers. So, why not talk to old customers about the firm's advertising? They are interested in the company, and they are interested in you. Otherwise they wouldn't be regular customers. And since advertising is the latest news about you and your company, they're interested in it too.

Motorists know from experience that consistently advertised products are quality products. One of the surest ways to kill an inferior product quickly is to advertise it heavily. People respond . . . are disappointed. They don't "repeat" in sales, but they do repeat their experiences to each other. The result never changes. Down goes the product into oblivion . . . and the advertising ceases. Just another proof that people will respond, but the product must be right if the advertising is to continue. The fact that advertising continues, year after year, is evidence of merit behind the product advertised.

A Matter of Horse Sense

Blue Flash has quality otherwise it could not have stood up under the acid test of heavy advertising for years. And every advertisement presented by Blue Flash is linked into a chain of advertising, of impressions on the mind of the motorist, that here is quality. So . . . isn't it just horse sense, and good business, to use the advertising?

Now . . . if you agree that using advertising has merit, here is a last thought. A good salesman must be

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a good actor. His place of business is his stage. He repeats his lines over and over, just like the actor who says the same thing, night after night, even hundreds of nights, yet always keeps his presentation so keen that his lines go over to win applause, and new customers for his show.

The actor and the salesman may think that it's an old story after the first hundred repetitions. But it's a new story to the audience.



A Tribute to George H. Hazen

TOWN & COUNTRY
NEW YORK

Editor of PRINTERS' INK:

It is inspiring to read in the May 10 issue of PRINTERS' INK the understanding and appreciative tribute to our friend George H. Hazen. There was no flashiness or self-advertising in him. His house was built upon a rock.

FRANKLIN COE,
Publisher.

. . .

Will Head Portland, Oreg., Club

George Wisting, of the Northwestern Electric Company, has been nominated for the presidency of the Portland, Oreg., Advertising Club. There is no opposing candidacy and his nomination is equivalent to election. Also to be elected are W. Carey Jennings, Station KGW, first vice-president; John W. Davis, secretary, and Bob Robinson, treasurer.

. . .

J. B. Coyne Has Own Plant

The John B. Coyne Company, Inc., is a new photo-engraving business which has been organized in New York. Its plant is located at 148 West 52nd Street. Mr. Coyne, who heads the new business, is president of the Photo-Engravers Board of Trade of New York.

. . .

Death of C. W. Price

Charles W. Price, an editor for more than half a century, died in New York, May 11. He was one of the founders of *The Toledo Daily Capital*. Mr. Price served as editor and publisher of *The Electrical Review*, New York, for thirty-five years.

. . .

Jack Thomas with Glenmore

Jack Thomas, formerly with Anheuser-Busch, Inc., and, later, with Jacob Ruppert, New York, has joined the Glenmore Distilleries, Louisville, Ky., to direct its advertising program.

. . .

Represents "Moon Journal"

The Battle Creek, Mich., *Moon Journal*, has appointed Scheerer, Inc., as its national advertising representative.

So . . . never overlook an opportunity to tell them about it. The salesman isn't tied down to just one set of lines to be repeated exactly the same, week in and week out. No! The salesman has a different way to tell the story every time a new advertisement appears. He knows the "plot," but he doesn't need to go stale, because he has fresh lines to use as the advertising series gives a different twist, new, interesting, to the main sales story.

Grand Rapids Group Re-elects

The Women's Advertising Club of Grand Rapids, Mich., has re-elected the following officers: Mrs. Lucy M. Powell, president; Mrs. Thelma Forsberg, vice-president; Mrs. Esther Lindeman, treasurer, and Helen Morrill, corresponding secretary. Ruth Davey was elected recording secretary and Lillian Wornor member-at-large to sit on the board of directors with the officers and the past president, Mrs. Mary Coye Harrett.

. . .

Community Account to L & T

Santa Barbara & Associates, a newly organized non-profit community group, have appointed the Los Angeles office of Lord & Thomas, Inc., to direct an advertising campaign for the city of Santa Barbara, Calif. Henry Kinsell is chairman of the group; Frank Miratti, vice-chairman; W. D. Herron, secretary, and Kenneth Watters, treasurer.

. . .

Appoints Powers-House

The advertising account of The Blodgett-Beckley Company, Toledo, has been placed with The Powers-House Company, Cleveland. Newspapers are being used in a campaign on Old Master Coffee and Royal Garden Tea.

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Names Larchar-Horton

The Fletcher Engineering Company, Providence, R. I., United States distributors of Almy Water Tube Boilers, has placed its advertising account with the Larchar-Horton Company, Providence, R. I.

. . .

New York Club Elects Directors

The Advertising Women of New York, Inc., elected the following new directors last week: Mae Shortle, Minna Hall Carothers, Dorothy Noyes, and Sally Martin.

. . .

R. P. Brown Joins Timken

Ralph P. Brown, who has been conducting his own business paper service in Cleveland, has joined the advertising department of the Timken Roller Bearing Company and the Timken Steel & Tube Company, Canton, Ohio.

MAY Linage Record from PRINTERS' INK

... your **FIRST**
market for quality

Harper's Bazaar

Town & Country

House Beautiful

combined
with

Home & Field



For group advertising schedules used within one year, discounts run as high as 25%

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Vogue	93,840
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★ HARPER'S BAZAAR	76,184
★ HOUSE BEAUTIFUL—	
HOME & FIELD	46,406
House & Garden	45,933
★ TOWN & COUNTRY—	
(2 issues)	45,372
Vanity Fair	32,922
Spur	30,660
Country Life	28,791
Sportsman	22,491
Arts & Decoration	6,692

★ THE STUYVESANT GROUP

ty merchandise

More than 86% of all the quality merchandise sold in this country passes over the counters of the leading retail stores in 18 primary states and the District of Columbia.

Over 70% of The Stuyvesant Group families live in and make their purchases in these same 18 states and the District of Columbia . . . The FIRST Market for Quality Merchandise.

Invest your advertising dollars in THE STUYVESANT GROUP; Harper's Bazaar . . . Town & Country . . . House Beautiful—Home & Field. Their 226,000 ultra class families are those who through taste, environment and ample means constitute the FIRST Market for Quality Merchandise . . . the Market of Active Purchasing.

THE STUYVESANT GROUP

LAURENCE A. WEAVER • DIRECTOR, GROUP SALES
572 MADISON AVENUE, NEW YORK

New Stoves for Old

Gas Appliance Society Educates Housewives to Advantages of Modern Range

THE modernization of the gas range during recent years, both in performance and design, has been so rapid and revolutionary that a large majority of American families are almost wholly unaware of the extent of improvement made. Nobody brags about his new stove, or argues the merits of different makes, as in the case of automobiles and refrigerators. The old range is allowed to sputter away with faulty burners and temperamental oven primarily because we are not at present a stove-conscious nation, by any means.

If the notion to buy a new one does occur, there is always the comforting procrastination that the old range has turned out a lot of swell sirloins, so why trade it in for a total stranger? That new Easter outfit or a set of matched irons usually forces the groaning old kiln to labor through another year.

Recognizing this attachment for outmoded ranges, and convinced that it was high time for a little plain and fancy educating, the Gas Appliance Society of Metropolitan Chicago was formed recently with a membership of utility companies, seven stove manufacturers, and, to date, 214 dealers.

"The industry has been too ready to assume that the public knew all about the efficiency, cleanliness, and other merits of the new type gas ranges. Certainly the facts prove just the opposite. The great majority of American homes

are equipped with old-fashioned ranges." John A. Fry, one of the managing directors, thus summarizes the idea behind the society; and substantiating his statement is a survey made by The People's Gas, Light, and Coke Co. which reveals that out of 1,125,000 stoves in the Chicago area 85 per cent are over five years old.

Interests of utility companies and manufacturers have been pooled to launch an extensive advertising campaign in Chicago newspapers. Dealers are not assessed for the costs of advertising and there are no charges for dealer memberships. The copy now running calls the attention of women to the many new features developed in connection with modern gas ranges, including self-lighting, automatic oven-heat control, smokeless broilers, and larger, fully insulated ovens. These innovations are promi-



THE
MARK OF THE
MODERN
GAS RANGE

Insist upon it before you buy!

When you look at gas ranges, be sure to look for the "Tested and Approved" emblem. It is your guarantee that the gas range is absolutely a really modern.

Define a modern range: one that has the modern gas range a really modern gas range. It is not just a high standard of efficiency and a new design, but a new design which makes it a really modern range.

Use as your guide: Ask to see a gas range which has been "Tested and Approved." It will give you the benefits of all the modern improvements which have been made in gas ranges in the past few years, because they make as much as twice as much cooking as the old-fashioned ranges, saving time, effort, and money.

Guarantee: "Tested and Approved" modern gas ranges are also being supplied by 200 authorized dealers in Chicago and vicinity. More than 200 other dealers with a small direct supply.

Remember: When you are in a position to trade, trade with the Gas Appliance Society of Metropolitan Chicago. "Tested and Approved" is the mark of the Gas Appliance Society of Metropolitan Chicago.

By the Gas Appliance Society of Metropolitan Chicago.
Most Home Store Five Important Features



INDIVIDUAL NAMES OF RANGES OFFER ADDITIONAL FEATURES OF QUALITY AND CONVENIENCE.
For further information or to obtain the names of dealers, contact with:
GAS APPLIANCE SOCIETY OF METROPOLITAN CHICAGO
1111 N. La Salle St., Chicago 10, Ill. Phone: Wabash 4-1111. Cable: 1111 N. La Salle St., Chicago 10, Ill.

The emblem in this advertisement also appears on stoves of member manufacturers

nently featured in a strip of illustrations appearing at the bottom of the copy.

The purpose of the advertising is to convince the housewife that, with a modern range, she can regulate a dial, set out for her morning's shopping, followed by bridge and luncheon, ladies' auxiliary, sewing bee, or what-not, with the assurance that upon her return she will find the roast done to perfection, the range having ignited itself, cooked the meat, and turned itself off with robot-like precision. She need not worry about smoking broilers or the temperature of the oven.

An emblem with two check marks (the doublecheck), signifying the words "Tested and Approved," along with the slogan "The mark of the modern range," is emphasized in all advertisements, also appears on the stoves of member manufacturers, and is conspicuously displayed by dealers, thus tying in with the basic idea of the copy from the appearance of the ad on through to the point of sale.

One of the most satisfactory developments since the formation of the Society has been the co-operation of the growing list of dealer members. In connection with a recent advertisement run by the Gas Appliance Society, dealers not only in the city but the suburbs as

well bought space covering their communities in order to tie in with the main advertisement. Even in the foreign districts, where cooking is still done on old-fashioned coal ranges, dealers saw fit to run small advertisements on the modern gas stoves they represented.

Gas ranges have long been a stagnant item, relegated to the rear of the store, with customers few and far between, in most places. Several calls on member dealers in city and suburbs revealed that gas ranges are now being displayed in front windows or in the entrance to stores, with the doublecheck symbol "Tested and Approved" conspicuously in view, indicating that the basic idea of the advertising is being capitalized to the fullest extent. Without exception the dealers called on were enthusiastic about the Gas Appliance Society and the progress that is being made. One merchant reported that he had sold three ranges in the last two weeks, compared to one stove sold during the six months preceding the advertising.

Another advantage in the Society is the standardization of prices, trade-in allowances and fair practice in general among dealers.

The gas industry is watching with interest these developments in Chicago and it is probable that activities will eventually be extended to other cities.

♦ ♦ ♦

Jordan with New Ale Brewery

George R. Jordan, formerly president of Jordan Advertising Abroad, Inc., and, more recently, advertising manager of The F. & M. Schaefer Brewing Company, has been appointed Eastern sales manager of the Brewing Corporation of America.

This company will start to distribute nationally on July 1, Carling's Red Cap Canadian Ale, as a wholly owned subsidiary of the Peerless Corporation, Cleveland.

. . .

Names Boston Agency

The McLaurin-Jones Company, Brookfield, Mass., gummed papers, sealing tape, box papers, etc., has appointed Badger and Browning, Inc., Boston, to direct its advertising.

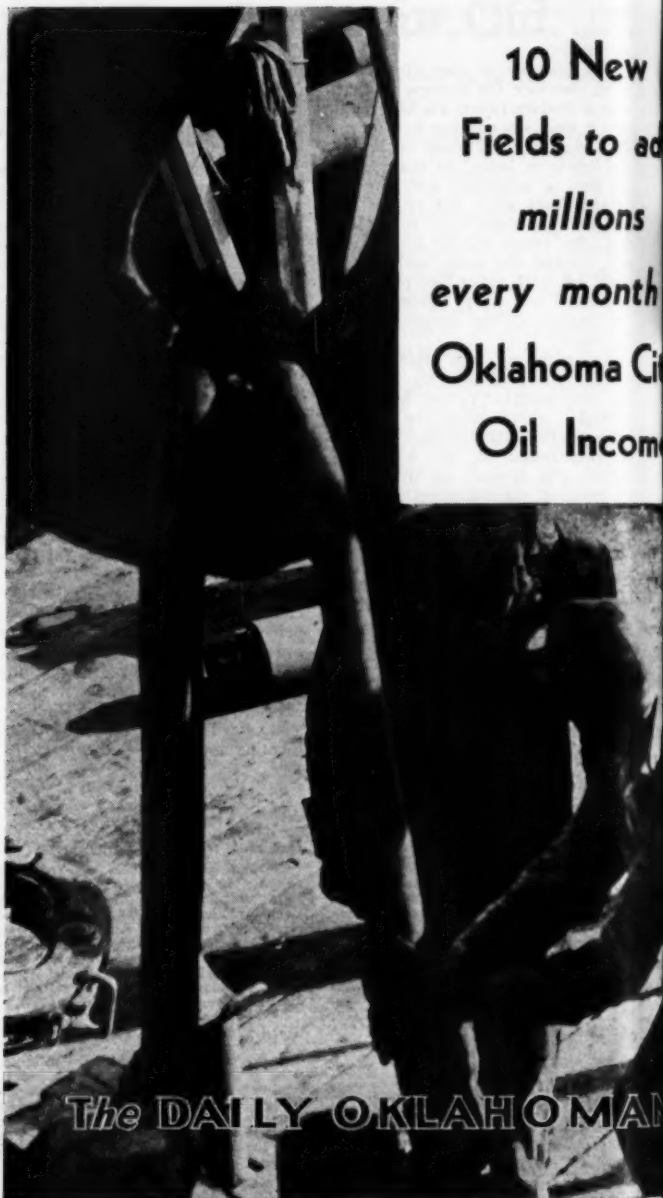
Drescher to Direct Paint Sales

Norman W. Drescher, who resigned recently as vice-president in charge of sales and advertising for Valentine & Company, has been appointed general sales manager for the American Asphalt Paint Company, Chicago. He will direct sales policies for the parent company and its subsidiaries, The Chi-Namel Company, Cleveland, and the Water Proof & Varnish Company, Watertown, Mass.

. . .

Wilkin Joins "Sunset"

I. King Wilkin has resigned as graduate advisor to the undergraduate publications of the University of California to join the advertising staff of *Sunset Magazine*, San Francisco. He will be succeeded by Frederick C. Fischer, who has been with the Westco Advertising Agency, San Francisco.

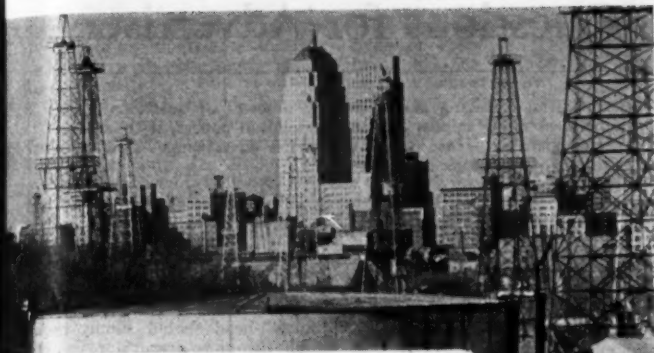


**10 New
Fields to add
millions
every month
Oklahoma City
Oil Income**

OIL, and its contribution to the state's oil and gas business, is a field of activity at all times. The county area will add to the millions of dollars in the change of the oil business. • The expenditure of the state is around \$100,000 a year. • The wealth of the state is over \$100,000,000. • The market, because of the products by the state, is a sales market, delivering every 5 years.

The DAILY OKLAHOMAN

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OIL, vim and vigor are bubbling all around Oklahoma City, which in its county already produces 37% of the state's oil and is the center of the oil production business of the Southwest. • Ten oil fields, discovered with breath-taking rapidity at every point of the compass in a county area surrounding Oklahoma City, will add millions of dollars monthly to the millions flowing now through local channels from the Oklahoma City field. • These "big play" activities involve expenditures of hundreds of millions of dollars annually which will continue to reverberate around Oklahoma City for years to come. • That means continued growth in wealth, new confidence, new buying power . . . and that the Oklahoma City market, because it CAN, will absorb YOUR products by the carload, when urged by our sales messages in the Oklahoman and News, delivered daily to more than 3 out of every 5 urban homes!

OKLAHOMA CITY TIMES

Questions for Advertisers

Aesop Glim is asking and answering a series of questions which he believes might appear on the examination papers, if there were a State board to license people to practice advertising. This is the third set of questions and answers.

By Aesop Glim

III—QUESTIONS

11. How much of your story should the headline tell?
12. How much of your story should the subhead tell?
13. What is the primary function of the main illustration?
14. What other functions may it serve?
15. Should the artist sign the picture?

III—ANSWERS

11. There are two, more or less opposing, schools of thought on this question. Theoretically, you write copy with the idea of having it read. It is the function of the headline to help get a reading for the copy. As previously defined in this series, it is the function of the headline to stop those who are your prospects—and make them read the first paragraph of the body text. On this basis, the headline is a provocation and not a message. It should not spill the beans; it should not say so much that your prospect will have no reason for reading into the first paragraph.

The other school acknowledges the fact that many people read the headline and logotype—and nothing more. Wherefore, they want their headlines to tell part of the message. They believe that this gives the advertiser a bigger dollar's worth.

The champions of the first school contend that the smaller number who get the whole message, will buy more goods than the large number who get only a fraction of the message out of the headline itself.

12. Your rules for the sub-head

should be the same as your rules for the headline. If you believe that your headline is a provocation, the sub-head should simply make it all the more important for the prospect to read into the text itself. If you believe that your headline should carry a message, then your sub-head should amplify it.

13. It is the primary function of the main illustration to point as directly as possible to the desirability of possessing the article or service advertised. Circumstances will determine whether this is to be achieved by picturing the article itself; or some result of possessing or lacking the article; or the materials from which it is made; or the equipment, methods and personnel required in its making; or some allegorical or atmospheric association of ideas. In any of these cases, it should be borne in mind that the illustration has an idea to put across—that the idea has to do with the desirability of the product or service advertised—and that it should put this idea across as quickly and simply as possible.

14. The second function of the illustration is to assist the headline in its job of stopping those who are prospects for the article or service advertised, and forcing them to read the body text. Some will argue that this arresting power of the illustration is its primary function.

Since there are good and valid exceptions to every rule, I would straddle the issue by saying: The stronger the headline, the less help it needs from the main illustration in its job of stopping those who are prospects.

15. By and large, the artist should not sign the picture. The

May 17

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reason for this is that it makes the picture too interesting and important in itself—too much something in itself.

The test should be whether the artist's signature will help the illustration to establish the desirability of possessing the product or service advertised. For example, the signature of an artist who is already famous (and known to

your prospects) for his illustrations of sport or style subjects, might help to establish the sport or style authenticity of your product. But I believe that such cases are few and far between—and that you will never go wrong, if you omit the artist's signature.

Be sure you don't buy pictures (and signatures) just to show the public what good taste you have.

Color in Keys

BRIGHTLY colored keys for automobile locks have been introduced by the Briggs & Stratton Corporation. Maker of a large percentage of keys and locks with which cars are originally equipped, the company is out to develop further its market for replacement keys with this new idea.

It is in their contribution to the eternal problem of which key is for what that the main sales appeal of the colored keys lies. Instead of all keys looking about alike in their traditional metal uniforms, the new line makes possible instant identification—ignition key in scarlet, trunk key in bright blue and tire

key in yellow. A second selling point is that "Kolor Keys," as the company calls them, are much lighter than standard keys. They are made of a new alloy, "Air-metal."

On these grounds the company is merchandising the new keys through car dealers, service stations and similar outlets to stimulate replacement of original equipment keys.

Initial promotion consists of colorful counter cards which display samples of the "Kolor Keys" and explain their advantages. Dealers are also supplied with a leaflet in color describing the new product.

New Liquor Account to United

The newly organized Republic Distillers Products Company, Inc., New York, composed of eight individual companies, has placed its advertising account with the United Advertising Agency, New York. A national advertising campaign is contemplated for an initial line of eight whiskies and one gin.

Starts Spirits Division

The Kelly Brewing & Malting Company, Paterson, N. J., has organized a spirits division, known as the Rosecrest Distillers. Two gins are being introduced, Kelly's Old Country Irish Style Gin and Rosecrest Gin. Business papers will be used.

Death of T. C. Greeley

Thomas C. Greeley, business manager of *The Current Medical Digest*, died recently, aged thirty-six. He formerly had been with the *New York American* and *New York Evening Journal*. At one time he was business manager of *The American Druggist*.

To Manage Brown, Forman Sales

Vertner D. Smith has been named sales manager of the Brown, Forman Distillery Company, Louisville, Ky. He was recently vice-president of the First Kentucky Fire Insurance Company. Lyons Brown, son of Owsley Brown, president of the company, has been directing sales but increased duties as secretary make it necessary to relieve him of sales direction.

Has Food Products Advertising

The Moonbeam Food Products Company, Cincinnati, Moonbeam mayonnaise, salad dressing, sandwich spread and tartar sauce, has appointed The Keelor & Stites Company, of that city, as advertising counsel. Radio, newspapers and outdoor advertising will be used.

Auto Paint Journals Merged

Motor Body Paint and Trim has been purchased from the Ware Bros. Company, Philadelphia, by the Spokesman Publishing Company, Cincinnati, which will merge it with *Autobody Trimmer and Painter*.

Devalued Dollar Pushes Up Industrial Exports

Capital Goods Advertising for Foreign Sales Increases

By Frederic J. Meystre, Jr., M.E.

WHAT effect has the devaluation of the dollar had on the character of the advertising carried by technical periodicals? Has there been any specific change in technical advertising copy over the last eight or nine months? And will the creation of the Government-owned Export-Import Bank see an immediate reflection among American manufacturers of machinery?

The answer is that study reveals a very decided change in the character and copy carried in one group of technical publications—the group that embraces a substantial foreign distribution in addition to its regular circulation in this country.

There is nothing vague or imaginary about the change. It is not a trend that will take years to be fully recognized. The fact is that American manufacturers once more are entering foreign markets and advertising is reflecting it. Foreign manufacturers, one by one recalling their sales representatives from this country, are withdrawing from the advertising pages of the technical and trade papers. In specific instances contracts have been canceled.

The change at first was a gradual one, so gradual as to pass almost unnoticed. Last summer, when the dollar first was manipulated by the Administration, foreign manufacturers who never had been able to do more than eke out an existence here because of conditions generally unfavorable to business activity, began to worry. Some withdrew their agents. But when the devaluation of the dollar became an established fact, these foreign representatives no longer hesitated. Attempting to reach American markets no longer was a paying proposition. They stopped trying.

On the other hand, a year ago American manufacturers could not compete in foreign markets with German makers of heavy machinery, because of the high rate of exchange and inadequate credit facilities. The German could reach the South American, the South African and even the nearby Canadian market at a profit, whereas the American could not. His business in foreign lands had melted away since the busy days of 1929 until there was virtually none left. (Our total foreign trade in 1929 amounted to five and one-quarter billions of dollars; in 1932 to just over one and one-half billions.)

Situation Reflected in Advertising

This condition of affairs, had its reflection in the advertising copy placed in certain technical publications. The *Engineering and Mining Journal* is representative of the type of paper that has reflected the change that has taken place. As its name implies, it is a technical and market publication of mining, milling, smelting and metal refining industries. It circulates in sixty-four different foreign countries and colonies. It is published in two editions, one containing additional information of special interest to foreign marketing men. Until perhaps a year ago, any issue of this paper selected at random would have included from nine to a dozen manufacturers of mining machinery whose logotypes would have shown them to be Continental. European factories found it profitable to advertise to American and other "foreign" markets.

At the same time, the advertising of the American concerns was strictly domestic in appeal with but few exceptions. It was no longer worth while to devote any space

To Executives
engaged in the
TOBACCO,
TOOTHPASTE,
HOSIERY and
SHOE Industries:

A TWO-YEAR survey showing consumer preferences for various trade-marked commodities in these fields has just been completed.

Owners and major executives who are considering the use of radio advertising may secure charts covering any of these fields by writing to

JOHN L. CLARK



This material is not intended for general mailing nor can it be used for advertising purposes.

to chasing the unprofitable foreign trade.

Then came the devaluation of the dollar. Reports released by the U. S. Department of Commerce, Bureau of Foreign and Domestic Commerce, show the tremendous increase in export sales of equipment and supply items used exclusively or primarily in the mining and quarrying industries. The figures, which were collated and furnished by Frank J. Erkman, assistant manager of the *Engineering and Mining Journal*, show that during the last six months of 1933 there were increases over the first six months in point of actual sales and also in the dollar value of the sales ranging from 20 to 140 per cent. The number of rock drills exported, for example, rose from 1,441 (January-June) to 2,408

(July-December). Wire rope, a good indicator, rose from 1.87 million pounds to 3.09 million pounds—an increase of 65 per cent, while the dollars-and-cents value of these products rose even a little more proportionately. In fact, there was but one exception to the general upswing in export sales. Portable air compressors did fall off a little as to numbers, but not as to value of sales, which was 9 per cent higher than in the first six months. Electric mine locomotives, surely a good guide, sold nearly half as many again in the second half as in the first. (In the machine tool field, a little more than half of the new business reported for December was for foreign shipment.)

Pick up an issue of the same publication today. The German manufacturers—all save one—have abandoned their efforts to sell in this country through the medium of advertising. In their stead American manufacturers once more are resuming advertising to their temporarily abandoned markets.

As a result of the high price of gold that has been established, greater mining activity is under way in distant parts of the world. A letter from Johannesburg, South Africa, from the Denver Rock Drill and Machinery Co., Ltd., states that the 36,000,000 tons of ore mined annually is rapidly mounting to 50,000,000 tons and consequently this company is anxious to represent additional American manufacturers in the Witwatersrand. It has been some time since American machinery could profitably be handled in many quarters of the globe.

International buying and selling will, it is expected, be greatly expedited by the national Export-Import Banks which are being established to finance trade with Russia, Cuba and foreign countries generally.

The bank to facilitate trade with Russia already has been chartered.

+

This American manufacturer uses a Canadian installation to drive home his sales message

-- as specialists in
RESPIRATORY PROTECTION



The construction and design of Willson respirators is the result of scientific study and experiment—study of health hazards in your industry and many others, and countless experiments in producing efficient and comfortable devices to meet serious needs.

Many outstanding mining operations rely on Willson respirators because they realize the importance of taking all possible care that their workers shall not suffer loss of health by breathing impure air. Besides the humane side, there is the necessity of protecting the mine's interest in respect to costly compensation hazards.

Send for descriptive literature if you are not familiar with Willson Products, we have very likely cooperated in finding solutions to problems similar to yours.

Illustration above depicts Willson P-10, 3 lbs. Respirator in use by operator of Canada's leading gold producers, a new model and well rounded safety and safety operation.

WILLSON PRODUCTS, INC.
Reading, Pa., U. S. A.

May 17, 1934
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This bank, which has been incorporated for a period of ten years, states in its certificate of incorporation that it is organized to "aid in financing and to facilitate exports and imports and exchange commodities between the United States and other nations or the agencies or nationals of other nations." Credit will be extended for from three to five years, not directly to the foreign countries, but by rediscounting the paper of such countries upon the endorsement of the American traders concerned.

The need for some means of granting credit to customers has been felt for some time by American exporters. Home financing facilities were inadequate in the face of the Government credit guarantees (ranging from 60 to 70 per cent of the outstanding obligation) offered by the governments of Great Britain, Germany, France, Belgium, Italy, Norway, Finland, Denmark, Czechoslovakia and Japan. It was this Government support which enabled the Italians and Germans, especially to capture unusually large shares of Soviet orders. The Germans offered twenty-four months under their Government guarantee, whereas individual American manufacturers were unable to grant more than twelve or eighteen when they had to carry the sole responsibility.

A brief review of the organization of this bank—or these banks—reveals one factor that is unique. That is the fact that this will be one Government agency that will pay dividends to another such agency. Specifically, the new banks are to pay 5 per cent cumulative dividends to the Reconstruction Finance Corporation, the executive holder of its preferred stock.

The Russian Export-Import Bank, already under way, has \$11,000,000 initial capital; \$10,000,000 in preferred shares, held by the R.F.C., and \$1,000,000 in

common stock. This common stock will be purchased by President Roosevelt under authority conferred on him by the National Industrial Recovery Act, although he will not actually hold it.

President Roosevelt on February 2, signed but did not make public an executive order that the common stock was to be voted by such persons as the Secretaries of State and Commerce should appoint for the purpose. Directors' qualifying shares, numbering five for each director, are to be held by Secretary Roper, Robert F. Kelly, of the State Department, Chester C. Davis, A.A.A. administrator, Stanley Reed, general counsel, of the R.F.C., and Lynn P. Talley, executive assistant to the directors of the R.F.C.

Since the date of President



Gold prices are up

**BUT are you getting
MAXIMUM PRICES?**

INCREASED gold prices make optimum, up-to-date equipment *absolutely* necessary to maximum profits. DFC Assay Furnaces build profits two ways (1) by holding your costs to a minimum, (2) by giving you thoroughly reliable assays upon which you can make settlements.

That's fast, efficient operation prevents costly delays.

DFC ASSAY FURNACES

Use DFC Metallurgical Clay Goods and other DFC supplies and equipment for the mining industry, MEET THE STANDARD the world uses.

AVAILABLE FOR BURNING GAS, KEROSENE, COAL OR OIL UNDER LOW, MEDIUM OR HIGH PRESSURES

Write or wire for complete information.

THE DENVER FIRE CLAY COMPANY

DENVER, COLORADO

Manufacturers of Best Low-Bituminous, High and Low

This headline is up to the minute in its suggestion of increased profits

Roosevelt's executive order and the filing of the certificate of incorporation, the latter has been amended to increase the number of directors to eight. The new institution now is authorized to "conduct a general banking business except that of discount or circulation."

Some concern is felt by manufacturing groups that the stand announced by George N. Peek, who has accepted the presidency of all three banks, will aid one group and one section of the United States in comparison with other groups and other sections equally worthy of similar assistance and support. That is, Mr. Peek has indicated that primary consideration will be given to agricultural products as distinguished from industrial. Industrial exports, he has pointed out, represent only 5 per cent of the total national income from industrial production over the period from 1910 to 1932, whereas agricultural exports were about 18 per cent of the total agricultural income. The capital goods indus-

tries are over-expanded, he believes, and "any effort to utilize their full plant capacity through a comprehensive export program would be destined to failure."

The Merchants' Association, in a letter signed by Louis K. Comstock, and released the middle of February, points out in disputing this viewpoint, that the banks can be of greatest benefit only by "developing the lines of least resistance, i.e., by attempting to develop sales of those commodities and in those markets and in those countries which offer natural markets for various association products, whether industrial or agricultural."

The situation is developing from day to day. Meanwhile while the details are being worked out, American industrial manufacturers are gaining new faith and are profiting by the new low dollar that has helped to stimulate the export business, and these leaders once more are addressing their advertising copy to reach all prospects, regardless of location.

* * *

New Accounts to Waters

The Shirtcraft Company, Inc., Hazleton, Pa.; the House of Horner, Baltimore, pajamas; Cohn & Rosenberger, Inc., New York, "Coro" jewelry; and Lob-Hubbart, Philadelphia, Penn-Hall and Pennwood clothes for men, have appointed Norman D. Waters and Associates, New York, as advertising counsel.

* * *

Citrus Growers Plan Campaign

Meeting last week at Brownsville, Tex., citrus growers and shippers of the Rio Grande Valley voted to place a two-cent per box tax on all citrus fruit shipments, the tax money to be used to finance a national advertising campaign next year.

* * *

Joins Minnesota Valley

Ray N. Peterson, director of research for the Chicago office of Erwin, Wasey & Company, has joined the Minnesota Valley Canning Company, Le Sueur, Minn. He was with Erwin, Wasey for eight years.

* * *

Represents Giro Sky Ads

C. B. Eschner, formerly with the advertising department of the National Biscuit Company, has been appointed a sales representative of the Giro Sky Ads Division of the Gilbert Flying Service, New York.

Receives Poor Richard Medal

The Poor Richard Club of Philadelphia has awarded its second "Achievement Medal," given recently by the D. Landreth Seed Company, Bristol, Pa., for its horticultural and agricultural achievements during the 150 years in which it has been continuously in business.

* * *

Names Shankweiler

H. Adams & Company, Bethlehem, Pa., World Field Glasses and other specialties, have placed their advertising account with Fred L. Shankweiler, Advertising, Allentown, Pa. Schedules are now being placed in boys' and outdoor publications.

* * *

With Reliance Graphic

Charles C. Forbes, who has been sales promotion manager of the Victor Talking Machine Company, has joined the Reliance Graphic Corporation, New York, as head of the copy and plan department.

* * *

Frigidaire Transfers Coffey

Jack C. Coffey, for six years with the Frigidaire Corporation at Dayton, has been transferred to St. Louis where he will be in charge of sales promotion and advertising in the St. Louis district.

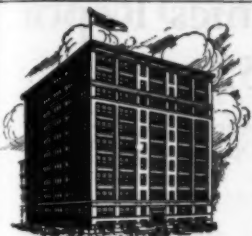


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One of the largest and most complete printing plants in the United States

Day and Night Operation

The best quality work handled by daylight

You will find upon investigation that we appreciate catalogue and publication requirements and that our service meets all demands.

Printing and Advertising Advisers

We assist in securing catalogue compilers, editors, advertising men, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications.

Catalogue and Publication PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

Make a Printing Connection with a Specialist and a Large and Reliable Printing House

OUR SPECIALTIES:

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Printing

Such as Proceedings, Directories, Histories, Books and the like. Our complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING

(Linotype, Monotype and Hand)

PRESSWORK

(The Usual, also Color)

BINDING

(The Usual, also Machine Gathering, Covering and Wireless Binding)

MAILING

ELECTROTYPING

ENGRAVING

DESIGNING

ART WORK

If you want advertising service, planning, illustrating, copy writing, and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Business Methods and Financial Standing the Highest (Inquire Credit Agencies and First National Bank, Chicago, Illinois)

Proper Quality

—Because of up-to-date equipment and best workmen; clean, new type from our own foundry and used once only; modern presses of all kinds.

Quick Delivery

—Because of automatic machinery and day and night service; binding and mailing equipment for the largest edition.

Right Price

—Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders. We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us. Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us Estimate on Your Next Catalogue or Publication

(We Are Strong on Our Specialties)

Printing Products Corporation

Executives

LUTHER C. ROGERS, Chairman

Board of Directors

A. R. SCHULZ, Pres. and Gen.

Mgr.

W. E. FREELAND, Sec. and Treas.

H. J. WHITCOMB, Vice Pres.

Publication Sales

J. W. HUTCHINSON, Vice Pres.

Catalogue Sales

Catalogue and Publication PRINTERS

Polk and La Salle Sts., Chicago, Ill.
Tel. WABASH 3350—Local and Long Distance

43 More Companies Report for 1933

A Supplement to the Table in the April 5 Issue Showing Net Profits and Losses for Some of Our Leading Advertisers

Company	1932	1933
Agfa Ansco Corp.	\$D588,049	\$D519,474
American Writing Paper Co.	D646,444	D235,984
Anaconda Copper Mining Co.	D16,893,240	D6,822,372
Art Metal Works	D71,759	21,756
Associated Oil Co.	3,434,727	3,093,645
Axton-Fisher Tobacco Co.	1,416,952	1,689,663
Beatrice Creamery Co.	443,165	501,928
Butterick Co.	D485,577	D253,198
California Packing Corp.	D4,521,001	4,131,863
Coleman Lamp & Stove Co.	30,009	144,646
Collins & Aikman Corp.	D522,002	1,294,493
Coty, Inc.	521,386	222,776
Curtiss-Wright Corp.	D596,574	135,896
Great Western Sugar Co.	2,562,476	6,414,063
Hammermill Paper Co.	11,352	609,766
Hudson Motor Car Co.	D8,459,982	D4,409,929
International Cement Corp.	D1,436,367	D102,266
International Products Corp.	D672,351	D318,188
Keystone Watch Case Co.	D75,496	D52,877
Libby, McNeill & Libby	D6,248,478	2,206,342
Long-Bell Lumber Corp.	D5,018,552	D3,685,207
Murray Corp. of America	D1,896,587	D792,851
National Enameling & Stamping Co.	D439,321	274,097
National Sugar Refining Co.	1,347,089	1,413,803
Parker Pen Co.	D542,988	88,939
Pierce-Arrow Motor Car Co.	D3,032,430	D1,044,162
Ritter Dental Mfg. Co.	D325,522	D95,055
Shaler Co.	6,184	34,535
Sheaffer, W. A., Pen Co.	D675,979	235,516
Shell Union Oil Corp.	660,076	D4,240,965
Smith, L. C., & Corona Typewriters, Inc.	D1,030,703	D292,178
Southern Dairies, Inc.	D330,780	D51,368
Standard Oil of Calif.	14,014,992	7,560,902
Standard Oil of Indiana	16,558,282	17,674,351
Standard Textile Products Co.	D1,361,394	D444,835
Stromberg-Carlson Telephone Mfg. Co.	D772,592	D331,128
Studebaker Corp.	D8,279,805	D4,876,307
Tide Water Associated Oil Co.	4,718,693	7,265,301
United States Radiator Corp.	D1,543,898	D888,055
Vadco Sales Corp.	D118,041	D266,832
Western Dairy Products Co.	180,366	D602,903
White Motor Co.	D3,618,762	D3,168,589
White Sewing Machine Corp.	D3,967,801	D420,652

♦ ♦ ♦

Low Joins Erwin, Wasey

Charles Low, who for the last two years has served as counsel on sales planning and goods display for Erwin, Wasey & Company, has joined that agency's Chicago office as marketing director.

• • •

Has Unity Feeds Account

The advertising of Unity Feeds, Inc., Boston, poultry, dairy and livestock feeds, has been placed with Badger and Browning, Inc., Boston agency.

Berkes to "Esquire"

G. P. Berkes, formerly with the Patterson Publishing Company, Chicago, has been appointed production manager of *Esquire* and will work with Arnold Gingrich, the editor, at Chicago.

• • •

Chicago Office for Fletcher & Ellis

Fletcher & Ellis, Inc., New York agency, has opened a Chicago office at 141 West Jackson Boulevard.

High Cost of Not Selling

(Continued from page 10)

sale is lost. But until we get to the decisive point there is very little to distinguish—or perhaps we merely have not yet learned how to distinguish—between the interviews which result in sales, and the interviews which do not.

And—right here is the whole point—up to the time when at last you find out positively which is which, these two things which are directly *opposite in value, cost* you exactly the same.

That seems to me so tremendously important to an adequate grasp of today's realities in selling and advertising that it is worth repeating again and again. Every time you look at it you find more, and more practical ways of applying it.

The Biggest Item in Selling Costs

The biggest single item in selling costs is salesmen's working time. If ordinary time is money, the hours your salesmen spend with prospective customers are platinum-set emeralds. (If a more precious substance is more often thrown around haphazard, I dread to hear of it.) And it costs you just as much to put a salesman into an office, keep him there an hour and have him come out without an order or any hope of one, as it does to put him into a place where he can and does get one.

But that fact never will sink in so long as you keep on throwing the cost of your failures right in with the cost of your successes, and calling the whole mixture "selling expense."

It costs you just as much to advertise to the man you don't sell and humanly speaking never had a chance to sell, as to advertise to the man you do sell. So you charge the man who does buy, with the cost not only of the advertising which helped him to buy—and so did him a service—but also of the advertising to the man who didn't buy; just as you charge him not

only with the cost of the service your salesman rendered him, but with the cost of the salesman's vain attempt to render the same service to the man next door.

This isn't a question—yet—of the ethics of making the customer pay for something that is no fault of his. Up to now, with such accounting tools as we have had for finding out such facts, there was nothing else we could do. It is also true that it is going to be a much longer, harder and more delicate and complicated job to segregate, along this line, the wastes in advertising and other mass-selling methods, than to sort out the failures in personal selling.

But even in advertising a vast deal more can be done, by intelligent and thorough use of the tools we already have—such as real market studies, test campaigns, keyed copy and coupons—than all but a very few enlightened advertisers realize. And when it comes to personal selling, the road begins to open before us in very encouraging fashion. Right here in International Business Machines Corporation we have already managed to blaze a tree or two.

For example, we have begun to act on the realization that the moment you spend a nickel to attract somebody's attention or arouse his interest, you have started doing business with him, whether or not he has yet shown the least desire to do business with you.

The Unknown Customer

From the moment you start to spend money with any definite sales objective, you have set up a new prospective customer account on your books; even though you don't yet know that customer's name or where he lives; even though all the entries in that account must be on the wrong side of the ledger for a long time to come.

Here is a definite instance. Not long ago we made a study of our

Net
ers

933
19,474
135,984
222,372
21,756
993,645
589,663
501,928
253,198
131,863
144,646
294,493
222,776
135,896
414,063
609,766
409,929
102,266
318,188
D52,877
206,342
685,207
792,851
274,097
413,803
88,939
444,162
D95,055
34,535
235,516
240,965
2292,178
D51,368
560,902
674,351
2444,835
D331,128
1,876,307
7,265,301
D888,055
D266,832
D602,903
3,168,589
D420,652

the Pat-
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business in a certain large and well-defined industrial field which led us to the tentative conclusion that we ought to do more there than we were doing. So we procured a list of the leading firms in that industry. And the very next thing we did—before making another move of any kind—was to sort out of that list all firms with whom so far we had no record of ever having any contact whatever; and to punch a card for our "prospect file" for each of those firms. All those with whom we had already made contact, you see, already had a card in the file to show it.

That card was not only a name and address in our prospect mailing list, duly indexed by industry and market area location; it was also to all intents and purposes a ledger entry, opening a new account against which we can—and do—start then and there to accumulate costs, beginning with the actual cost of procuring the name itself.

We can if we wish—in fact we do—start with a general account with all firms in that particular industry (and each other industry) and then break it down into individual accounts just as fast as information which permits us to do so comes in from any source whatever.

Each Card Carries a Code

Each "prospect card" carries a code which tells its own origin—the precise, detailed reason for considering the firm whose name it bears, a prospective customer of ours. As this means that all those which got into the file for any one definite reason—replies to an advertisement, market studies such as that mentioned, or any other—can at any time be sorted out and grouped; obviously we also have a general account with all readers of any magazine in which we advertise; even with all readers of any single advertisement.

To describe all the practical applications of this kind of sales cost and non-sales cost analysis would fill a book—and a mighty interesting book to any sales manager it

would be! Of course you see at once that we can at any time analyze our sales failures precisely in parallel with our analysis of sales; and if the things you learn from sales analysis are valuable, how will you appraise the worth of the things you can learn from sales-failure analysis!

Just how far down into detail you can or should carry work of this kind in any given business, is of course a matter of practical judgment based upon that business's individual problems. But it is, I think, safe to say that it will in the next few years be carried, and with immense profit to those who undertake it, a great deal farther in a great many more businesses than anyone would think today to be practical or possible.

Long ago I read an account of an almost forgotten sea-fight—the battle in which the *Constitution* sank the *Guerriere*. I never have forgotten the reason the author gave for the American frigate's overwhelming victory.

It wasn't, he said, just because she was a bigger, faster and more heavily gunned ship; although she was. It wasn't because her guns were better; they weren't. It wasn't because she was any better handled or fought; no braver men or better seamen walked a frigate's deck than died on the *Guerriere's*.

It was because the *Constitution* had sights on her cannon; the *Guerriere* had not.

Sights on cannon, in 1812, were as startling an innovation as sales analysis in business was in 1912 (and alas, still seems in 1934 to far too many folk). But by the time a far bigger war came around, the *Constitution's* old-fashioned open sights were as hopelessly outclassed as the British sea-fighters' quaint belief that all you needed, to hit the enemy, was "judgment," once had been.

Sales analysis puts sights on your business cannon; but at best they're only open sights. To hit anything in the business battle as it's going to be fought hereafter, you need cross-haired telescopes and good range-finders; and to measure your powder well.

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Gold
speaks

Are You MADE OF MONEY?



MIDAS AND CROESUS are of the past. Not to them, but to you, today, we say: *Examine the merit of gold as a means of increasing your sales volume!*

Strange as it may seem, you don't have to be made of money to use genuine Hastings Gold Leaf as a selling ally. Hastings Gold Leaf, 23-karat fine since 1820, is —*think of it*—uniformly 1/275,000 of an inch thick! A little goes a long, long way in adding character to the trademark or legend which you stamp on your product; or to the signs on your store fronts; or to the name on your trucks; or to the books, catalogs and display material you prepare to support sales effort.

Gold is always appealing. It speaks in clarion tones. It is

conservative yet compelling. It is more than subtle in its influence to action.

Let the thought of gold leaf be synonymous with the name of HASTINGS, America's oldest and best-known firm of gold-beaters. Insist on Hastings XX Diamond Brand. The *Hastings Gold Book* will tell you more about it. Send the coupon today.

HASTINGS & COMPANY

Established 1820

Philadelphia and Chicago

If buying gold by the square yard will help increase my profits as well as my sales, I'm interested. Send me the Hastings Gold Book by return mail.

Name _____

Address _____

State _____

Firm _____

Mail this coupon to Hastings & Co.,
819 Filbert St., Philadelphia, Penna.

Rural and Farm Publications

Commercial Advertising Linage for April

(Exclusive of house, livestock, baby chick and classified advertising)

Monthlies			
	1934 Pages	1934 Lines	1933 Lines
Country Gentleman	49	33,594	23,239
Progressive Farmer & Southern Ruralist			
Carolinas-Virginia Edition	30	21,618	7,958
Georgia-Ala. Ed.	27	19,632	6,834
Ky.-Tenn. Ed.	26	18,919	7,605
Miss. Valley Ed.	26	18,823	6,883
Texas Edition	24	17,811	7,625
All Editions	21	15,421	6,547
Average 5 Editions	27	19,360	7,381
Capper's Farmer	30	20,312	12,899
Successful Farming	42	19,075	10,557
South. Agriculturist	21	14,621	4,841
Country Home	28	12,697	9,331
Southern Planter	13	9,295	3,598
California Citrograph	13	8,785	6,704
Western Farm Life	10	7,878	4,540
Farm Journal	16	7,296	4,614
Wyoming Stockman- Farmer	6	5,001	2,372
Poultry Tribune	11	4,812	
Amer. Poultry Journal	7	3,043	
Bureau Farmer	4	2,017	2,254

Semi-Monthlies			
	1934 Pages	1934 Lines	1933 Lines
Farm & Ranch	26	19,501	9,145
Oklahoma Farmer- Stockman	25	18,797	8,468
Hoard's Dairyman	19	13,875	5,897
Kansas Farmer, Mail & Breeze	16	12,085	6,302
Missouri Ruralist	16	12,027	5,374
Montana Farmer	15	11,694	4,986
Arizona Producer	14	11,249	7,163
Utah Farmer	11	8,505	2,946
Missouri Farmer	7	5,426	4,510
Arkansas Farmer	6	4,500	1,556

Bi-Weeklies (2 Issues)			
	1934 Pages	1934 Lines	1933 Lines
Wallaces' Farmer & Iowa Homestead	27	20,937	*15,503
California Cultivator	22	16,888	*15,089

	1934 Pages	1934 Lines	1933 Lines
Nebraska Farmer	23	16,803	*13,874
Local Zone Adv.	6	4,227	
Washington Farmer	20	14,972	6,607
Amer. Agriculturist	20	14,244	*12,476
Local Zone Adv.	6	4,154	*8,976
Farmer & Farm, Stock & Home			
Minnesota Edition	18	13,888	*11,853
Dakotas-Mont. Ed.	14	11,168	*8,352
Local Zone Adv.	9	6,848	
Prairie Farmer			
Illinois Edition	19	13,612	*10,101
Indiana Edition	12	8,572	*8,179
Pennsylvania Farmer	18	13,530	*10,800
New Eng. Homestead	19	13,421	*13,004
Oregon Farmer	17	13,114	5,852
Idaho Farmer	17	12,565	5,390
Wis. Agriculturist & Farmer	15	11,723	*13,720
Dakota Farmer	12	9,578	6,661
Ohio Farmer	12	9,359	*8,050
Michigan Farmer	11	8,541	*7,986
Ind. Farmer's Guide	9	7,026	5,232

Weeklies (4 Issues)			
	1934 Pages	1934 Lines	1933 Lines
Rural New Yorker	19	15,057	†13,707
Dairymen's League News	6	4,256	2,140

Farm Newspapers (4 Issues)			
	1934 Pages	1934 Lines	1933 Lines
Kansas City Weekly Star			
Missouri Edition	8	18,311	14,176
Ark.-Okla. Edition	7	16,983	14,232
Kansas Edition	7	16,505	14,211
Dallas Semi-Weekly Farm News			
Tuesday Edition	2	5,022	5,585
Friday Edition	1	2,972	1,976

(Figures compiled by Advertising
Record Company)

MacManus Merges with John-Adams

THEODORE F. MACMANUS has assumed the presidency and active direction of a new Detroit advertising agency, MacManus, John & Adams, Inc., a merger of his long-established agency and that of the agency recently organized by W. A. P. John and James R. Adams.

Mr. MacManus, who is the author of "The Penalty of Leadership," an advertisement for Cadillac which has won prestige in the field of copy writing, has been intimately identified with automobile advertising since the inception of that industry.

Continuing with the new agency, which is occupying the twelfth and fourteenth floors of the Fisher Building, Detroit, are E. A. MacManus, John R. MacManus, Louis Ling, W. J. Mattimore, Harvey G. Luce, M. St. John Brenon, R. A. Brewer, Elmer W. Froelich, Leo A. Hillebrand and William Ingham, all of whom have been associated with Mr. MacManus for a number of years.

Chicago Financial Advertisers Elect Officers

J. K. Waibel, advertising counsel of the Continental Illinois Bank and Trust Company, is the new president of the Chicago Financial Advertisers.

Other new officers are: Vice-president, Paul P. Pullen, Chicago Title & Trust Company; secretary, Miss Ruth H. Gates, State Bank and Trust Company, Evanston, Ill.; treasurer, Ray Bauder, Bauder-Baker Company.

Elected directors were: Chester L. Price, City National Bank & Trust Company, the retiring president; J. Mills Easton, Northern Trust Company, and Charles S. Frye, Chicago Journal of Commerce.

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Chizzini with NBC

Frank E. Chizzini, formerly vice-president of The Robert E. Ramsay Organization, Inc., New York, has been appointed to the promotion staff of the National Broadcasting Company. He was with Ramsay for seven years.

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Appoints Hutchison

The *Quartermaster Review*, Washington, D. C., has appointed the Ewing Hutchison Company, Chicago, as Middle-Western advertising representative.

What Two permanent Federal agencies have been set up to strengthen home loan credits?

See page 22
May-
NATIONS BUSINESS

Have You \$4000-\$5000?

And have you broad experience in the Advertising Agency, Department store or Sales Promotion field? If so, cover yourself thoroughly in first letter. Here's a unique opportunity for a mature man who can meet the necessary requirements to secure a substantial interest in a profitable phase of advertising. Appointments in New York next week. Write fully to "President," 105 Fifth Avenue, Pelham, N. Y., Apt. 7.

RAPID COPY-FITTER

Saves time, eliminates tedious calculations. Two charts tell in a few seconds the exact space your copy will occupy in type. Move an indicator and read the answer—the charts do the figuring. Covers 80 type faces—6 to 18 point.

Write: **CLYDE B. CLASON,**
c/o Electrical Dealer
360 N. Michigan Avenue, Chicago

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Romer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue.
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
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G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
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H. W. Marks Arthur H. Little
Eldridge Peterson S. E. Leith
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Chicago: P. H. Erbes, Jr.

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NEW YORK, MAY 17, 1934

Citizens and Partners

As government goes into business, business goes into politics—and with results and effects that historians of these stirring times will be blind indeed to overlook.

Our people have been drenched with economics. We have been dunked in theory. Two men in earnest conversation on a street corner may be talking baseball. But it's more likely that they're discussing the Administration's progress toward re-building the nation's purchasing power.

From theory, now, we move, *en masse*, toward practice. As citizens of the United States whose President and whose Congress are our servants, and as stockholders in industry whose executives and directors are our employees, we confront the problem—although the problem's intimate contours are yet but

dimly seen—of reconciling interests that seem to oppose each other and loyalties that seem to conflict.

Recognizing that he was discussing a subject seemingly outside the normal relationship between a corporation's management and its stockholders, Alfred P. Sloan, Jr., president of the General Motors Corporation last week addressed G-M shareholders on "the present trend of expansion in the relationship between government and industry."

In a message dated May 7, he reported on the corporation's financial status as of March 31, and then turned to this:

"Nothing is truer than that wealth can be created only through the instrumentality of industry. . . . It follows, therefore, that anything that affects industry, anything that limits its ability to create wealth, becomes of vital interest to you, not only as a stockholder, but from the standpoint of from whatever source your income may be derived."

General Motors, he said, is owned by stockholders to the number of 351,949, of whom 83 per cent hold fewer than fifty shares each. He welcomed, as "highly desirable," the trend to spread industrial ownership more and more broadly. Then—

"I mention these circumstances to demonstrate the fact that un-economic policies, to the extent that they produce a detrimental effect upon business, do not penalize a limited few. They penalize the community at large and a continually increasing part of that community. . . .

"As our industrial mechanism becomes more and more complicated, greater and greater intelligence is needed to deal with it. In a democracy, this intelligence must be expressed through the support, in a political sense, of those measures that are good and desirable and through opposing those measures

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that are bad and undesirable. Although it is unfortunate, nevertheless it cannot be denied that in our procedure the motives that result in the creation of our national policies are too seldom based upon sound economics and too frequently actuated by the selfish interest of an organized minority, or by political considerations."

Next he mentioned his recent speech before the Boston Chamber of Commerce—a copy of which he enclosed with his message to the stockholders—and finally:

"It would be presumptuous on my part to assume that you will necessarily agree with the sentiments I have expressed, or the reasoning supporting those sentiments—that is quite immaterial. On the other hand, if your consideration results in stimulating your thinking or creating a real interest that did not previously exist, there will result a real contribution to an important cause."

One need not agree with Mr. Sloan in his opinions to concede that he has acted with great courage.

He has spoken as a manufacturer, as an operator of industry; and his open appeal to his stockholders contrasts, refreshingly, with the undercover, alarmist propaganda that, through channels purely financial, is going out to hundreds of thousands of stockholders in other corporations and undermining their confidence in America's future.

Admittedly, Mr. Sloan has tackled a difficult task. Full well does he know that, when he addresses the 351,949, he is talking to an audience in which every individual is not only a G-M shareholder, but also a consumer of merchandise; nor does he need to be told that when he asks each individual to support those measures that are "good and desirable" to big business, he may possibly be asking each individual to choose between higher dividends, as they might ac-

crue from higher prices, and lower cost of living.

Indeed, we Americans are being pushed into business. Whether we enjoy the responsibility or not, nothing but benefit can flow—as Mr. Sloan has said—from a spreading of industrial ownership. Nothing but benefit can result from the shifting of emphasis from speculation to operation.

As we learned in 1929, solid prosperity isn't built of ticker tape.

An informed citizenry, actively participating in the affairs of government and industry, alert to the dangers that most of us failed to see five years ago, may yet acquire the skill to govern itself and insure its own well-being and happiness.

Needed; More Order-Takers

During the braw days of pleasant memory when business was on the upswing, the go-getter was the beau ideal among a great many sales executives. The battle-cry was "Down with the order-taker!"

There is a growing sentiment among sales executives today in favor of reviving the order-taker.

The good order-taker was a pretty smart salesman, particularly in the small-town field. He came into town with a minimum of fuss and feathers and dropped around to see retailers as though he were calling on old friends.

He knew the politics, family life and mental idiosyncrasies of his dealers and the dealers looked forward to his visits as they anticipated the visits of any friend.

At work in a dealer's store the order-taker used the best kind of business finesse. He gave the dealer plenty of merchandising suggestions, but he was short on charts and pretty colored bulletins prepared by the home office.

Because he knew the psychology of his dealers he never gave them the impression that he was taking business from them. They always

felt that they were giving it to him. When he left a store, however, he usually carried a sizable order in his pocket and what is more, a large order of dealer good-will.

Scientific salesmanship has plenty of place for the order-taker. Conditions during the last few years have indicated that when it comes to building lasting sales success, the wise order-taker is a ten-to-one bet in competition with the go-getter.

Unfair Deal For Beer

When Governor Lehman signed the important Kleinfeld bill, establishing a permanent liquor control system for the State of New York, he approved one provision which works a grave injustice.

Away over in Section 106, Paragraph 7 of this otherwise good bill, are words which prohibit indoor or outdoor advertising by distillers or brewers at the point of sale. No sign of any kind identifying any brand of alcoholic beverage will be allowed either where the drinks are sold over the bar or outside of the place of sale. This applies to all sorts of products, from coasters, salt and pepper containers, to counter signs and electrical displays.

This works a particular hardship on the brewer of ales, beers and similar draught drinks. A man walks in to purchase a product which he has seen advertised in newspapers and, under this provision, has no way of knowing whether the retailer carries the product. The keg is somewhere down in the cellar, the beverage comes out of the spigot and it can be almost anything. The man who has been impressed with the good advertising of the legitimate brewer may receive, instead of the drink he asked for, something from a cheap, needled keg, hidden away in the cellar, made by an alley brewer.

With the whole repeal law designed to help legitimate manufacturers and penalize crooks, this

seems to be a ridiculous and unfair provision. In addition to making it difficult for the good brewer, it hurts the makers of premiums and all sorts of counter displays, puts out of employment men who were working on this sort of legitimate display merchandise.

This particular provision of the bill should certainly receive the Governor's careful reconsideration.

Better Stay Onside

Perhaps the safest way in which to advertise a product is to say of it: "We know what it's made of, but we're keeping that a secret."

Inter-industrial competition touches off repercussions in the most surprising places.

To sell America the safety features of all-steel bodies and frames, a big automotive corporation advertises that its cars are much stronger than they would be if they were made partly of wood.

And the Appalachian Hardwood Manufacturers Association straightway arises and says, in effect: "Hey, cut that out!"

The automotive corporation apologizes. "Obviously," writes one of the corporation's executives, "there would be no point in our deliberately antagonizing the great lumber and forest industries of this country. However, it appears that occasionally, in the present highly competitive situation, some overly enthusiastic statements do creep into our advertising copy."

Of course, the hardwood men are pleased and wholly willing to let bygones be bygones.

Further, there's no intention here to scold the automotive advertiser for what undoubtedly was just an onset of enthusiasm.

Yet the incident does seem to indicate that you avoid trouble and perhaps even strengthen your advertising if you advertise what your product is, rather than what it is not.



More
The Rotar

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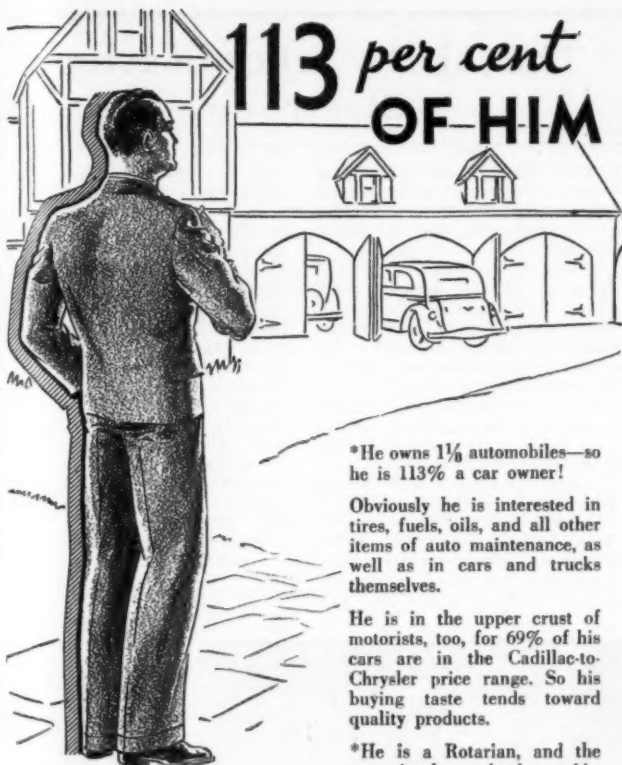
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72%

32%

66%

62% of
readers
of 25,000



*He owns $1\frac{1}{8}$ automobiles—so he is 113% a car owner!

Obviously he is interested in tires, fuels, oils, and all other items of auto maintenance, as well as in cars and trucks themselves.

He is in the upper crust of motorists, too, for 69% of his cars are in the Cadillac-to-Chrysler price range. So his buying taste tends toward quality products.

*He is a Rotarian, and the magazine he reads *thoroughly*, every issue, is *The Rotarian*.

If yours is Class Merchandise, Luxury, or Thin Market Product, don't overlook this medium reaching the Best Buying Power in America at \$3.30 per page per thousand.

Write *The Rotarian*, 211 W. Wacker Drive, Chicago, and a representative will call for an interesting 15-minute interview.

More Facts About

The Rotarian's Readers:

- 74% own their own homes.
- 44% have traveled on ocean liners.
- 72% personally own listed stocks and bonds.
- 32% are directors in more than one company.
- 66% use trucks and automobiles in their businesses.

62% of *The Rotarian's* readers live in towns of 25,000 and less.

The
**ROTARIAN
MAGAZINE**

The Little Schoolmaster's Classroom

FREQUENTLY the Schoolmaster is impressed with unusual dealer co-operation as a result of a specific idea on the part of a manufacturer.

A few months ago the Armand Company, of Des Moines, Iowa, maker of cosmetics, introduced what they called "A New Experience," a package designed to resemble a book, containing the five featured products of the Armand line; face powder, foundation cream, cold cream, rouge, astringent, and also a powder puff. The pack sells for 20 cents, and the company has already sold half of the original quota of 5,000,000.

Because of the sales appeal of this little book, the attractive price, and its enthusiastic reception since it was first introduced, dealers, especially in the Middle-West, have

seen fit to give prominent display to the entire Armand line.

Inside the pack is a small booklet which transmits a simple and effective sales story in the form of an anecdote by Carl Weeks, president of the company. This is an account of his discovery of a portrait of a charming lady by the artist Marzio, painted about 1650. The painting was so badly torn and smudged that it was sent to be cleaned and repaired. Upon its return Mr. Weeks was so impressed with the rejuvenated complexion of the subject that he compared it with other famous paintings and found that in all cases the flesh tone was the same.

The anecdote continues "The thought went through my mind that if I wanted to produce the finest possible finish on birch,

cherry and walnut, would I take three varnishes corresponding in color to the woods? No—I would first clean the surface and then put the same varnish on all. Whatever beauty there is in the wood, the finish reveals."

From this the analogy is drawn that Armand's Symphonie face powder enhances the beauty of any skin, dark, fair, or medium, just as good, clear varnishes, instead of concealing, emphasize the natural beauty of finely grained woods.

The anecdote is done with utmost simplicity. The first line is packed with curiosity and takes the reader quickly into the story: "I found the painting in an antique shop in England, badly torn and so covered with dirty varnish the



Criterion Photocraft

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features were barely discernible." The last line drives home an effective sales message: "The miracle of Symphonie is this: It makes your skin look fresher, lovelier, younger." And yet the transition between the two extremes of pleasant narrative and straight selling copy is so inoffensively accomplished that it is entirely unnoticed.

• • •

That "all you can eat for 55 cents" idea featured by some restaurants has been adapted to the business of selling electricity by The Electric Company of Milwaukee. For a two-month period residents of that city may use electricity in unlimited amounts at a monthly cost no higher than the meter reading for March. All extra consumption is free.

There is a twofold strategy behind this plan. First and most important, the lengthening days of late spring and early summer bring a decline in lighting revenues. The free offer tends to promote con-

sumption and bring it up to March levels, since in order to get the gratis current it is necessary for the householder to use as much electricity as in that month. Secondly, it serves to encourage the employment of current for cooking, washing, ironing, refrigeration and the like in a manner that may well result in a perhaps permanent expansion of dependence upon electricity for these purposes.

The company is advertising this offer in newspaper copy which pictures convenient uses to which the free current may be put. Simultaneously with the newspaper announcement, postcards were sent to customers indicating the meter reading which would serve as a basis for the offer in each case.

• • •

There's no doubt about it—ballyhoo advertising does get attention. It permeates. It bangs its way even through the walls of prisons; and within those walls it sets up re-

Wanted: 20 Million Housewives

New figures showing most of the women reading Macfadden Women's Group magazines are married, with more than the usual quota of babies and young children. Remind advertisers that, after all, the older women's magazines are not possibly reach much more than a third of America's 30,000,000 housewives.

Market Shows 97% Employment

The value of newsstand type circulation in selecting homes with incomes, has been suggested by the new Keenan Survey of readers of Macfadden Women's Group. Although estimates of unemployment for the country at large range between 40 per cent and 60 per cent, unemployment among Macfadden Women's Group families (largely Wage Earner type) runs less than 3 per cent.

• • •

First "Group" Magazine Study

The William C. Keenan Company has just completed what is believed to be the first cross-section analysis of readers of "group" magazines. Names were obtained at newsstands as persons bought any of the five magazines comprising Macfadden Women's Group. Then personal interviews were held in the readers' homes.

Three thousand such calls have been completed and a report of the first thousand has already been released.

A summary of the results is contained in the new booklet: "WHAT'S IN A NAME?" which may be obtained without obligation by writing Macfadden Women's Group, 420 Lexington Ave New York City.

Share Rises

Wage has risen in industry

83%

gain in

advertising

revenue for

last six months.

132% gain for June

MACFADDEN WOMEN'S GROUP
 ORIGINAL WOMEN'S GROUP
 1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934

the travel-wise

are turning down chestnut
to 9th

Gracious living that takes for granted delicious food...spotless rooms...luxuriously restful beds...painstaking service...and sensible rates. Spacious living, too—for this is the city's modern hotel.

But another thing that has caught the fancy of the travel-wise is the new and livelier tempo—for which, perhaps, the only words are: "Now, IS this Philadelphia?"

1200
OUTSIDE
ROOMS



1200
MODERN
BATHS

THE BENJAMIN FRANKLIN

CHESTNUT AND NINTH STREETS

PHILADELPHIA'S MODERN HOTEL

E. LESLIE SEFTON, Managing Director

The Largest Unit in the United Hotels Chain

designs.
lettering.
cartoons and
illustration

only TWO PRICES
\$5 and \$10
all work guaranteed

TRI-STAR Studios
735 BOYLSTON ST.
BOSTON, MASS.
Send for a PORTFOLIO

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

actions that are—well, surprising.

On the Schoolmaster's desk lies a copy of "The Presidio," whose masthead explains that the monthly is published by the inmates of the Iowa State Prison at Fort Madison, Iowa, with the sanction and under the direction of Col. Glenn C. Haynes, warden.

The current issue's back cover carries a full-page advertisement—and in color. An illustration reveals a gentleman, broadcasting, and under him runs a caption: "Jim Diction Wallingford, announcing." The headline reads: "Listen, Folks, I'll Let You in on the COMBINATION'S Big Secret!"

COMBINATION, so the copy discloses, is a new tooth paste, brought out as a boon to bewildered mankind.

"Millions of COMBINATION users say our claims are too modest when we say:

"You can't afford to guess about your teeth. Don't go for Claimall. The Nation's Twins prove Combination means Mouth Health. Whether you're an eight-foot baseball hero or a frail little co-ed, this Twice as Soft tooth paste will remove the film. 'Look what I found when I lost the seven stains,' she cried, displaying an engagement ring. Avoid the terrible agony of lost teeth; don't give pyorrhea a chance. 'What a damn fool she is! She's a little nifty, but the shameless thing should be spanked because she didn't massage her gums. Red Tooth Brush! So, take the \$30 you save on this two-for-one, gentle-action, double-polishing, it-tastes-sweet, potassium chlorate-content tooth paste, and buy a second-hand Ford on the extortion plan and say yes to the gasoline man.

"This unprecedented, gigantic, colossal, stupendous, amazing, miraculous offer of a year's supply of dentifrice FREE is precedent-establishing. Act Now!"

The coupon, it appears, is to be

May 17,

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mailed to Combination Tooth Paste Co., Dept. 26, Yorkchi, Me.

Because of the present interest in quality grading, the Schoolmaster was attracted by an article in a recent issue of *Hardware Age*, labeling the Indian as the world's premier quality customer.

Although the Indian will buy useless articles at times, merely out of curiosity, contrary to general belief he is much more particular than the average American housewife when it comes to buying staple lines. The Indian not only knows what he wants, but even more important, he knows what he gets, and takes nothing but the best. He can't be persuaded, even by the most convincing of salesmen to buy a product he doesn't want or has no need for, as Asel Nielson, veteran trader, and author of the article referred to, has found out by sometimes sad experience.

This insistence on the best, which the Indian displays, has been remarked by the Schoolmaster wherever equipment plays so important a part in existence. It's just too bad if your ax shatters on a hardwood knot, or your ammunition develops "antics" in cold weather, as inferior brands sometimes do up North, because you can't "run down to the corner and buy a new one."

It has been said that even a good workman can't work well without good tools. In frontier life of every kind, where men and equipment are put to the test; where life is conducted on the "survival of the fittest" basis, quality selling is the only kind that goes.

Perhaps things would be a little less complicated today if the modern buyer would take a tip from the first Americans and avoid a lot of hair pulling and unnecessary noise by going ahead and buying quality.

Amusement mildly describes the feeling of the Schoolmaster as he sets down what is now taking place in his office. There is present the representative of a prospective advertising account which

Classified Advertisements

BUSINESS OPPORTUNITIES

ADV. MAN with \$200,000 billing wants represent N. Y. Agency in Phila. National rep needed foods, drugs, textiles. State best proposition. Box 822, Printers' Ink.

ART SPACE WANTED

Complete, efficient New York art service of two experienced men wishes space arrangement with Agency, Publisher or Direct Mail concern. Box 817, P. I.

INVEST \$15,000 to \$25,000

for partnership in class weeklv. Established over 50 years. International in scope, most important weekly in its field. Active partner preferred. Box 821, Printers' Ink.

A Conservative, Steady, profit making magazine devoted to Arts, Crafts, Literature, published in America's largest art colony. Needs active man with small capital as partner. Revenue exceeding expenses now; want to expand. None but serious inquirers acknowledged. "New Hope Magazine," New Hope, Penn.

HELP WANTED

Printing Ink Chemist. The undersigned desires the name of a printing ink chemist for consultation purposes with respect to materials and formulas. Box 820, Printers' Ink.

Young Woman; gentle, ambitious, for small poster concern; unusual opportunity person who can demonstrate fitness for position. Sell yourself in letter and send your picture. DONALD MAXWELL, 202 East 44th St., New York.

DEPARTMENT SALES MANAGER WANTED

Experience in developing and handling distributor sales and industrial background essential. Knowledge of mill supply and manufacturers' agency operations important. New department opportunity with nationally known eastern manufacturer formerly selling direct. Send complete outline of business experience and personal qualifications. All answers will be held strictly confidential. Box 819, Printers' Ink.

EQUIPMENT WANTED

Bookkeeper-Accountant—13 years advertising agency experience, university graduate, able correspondent, typist, thoroughly familiar with production, space-buying. Salary secondary to opportunity. Box 823, Printers' Ink.

ARTIST, VISUALIZER—very versatile, wide experience on national accounts, A-1 Illustration Layouts and Lettering, Fast. Now in Middle West, will go anywhere. Sacrifice on Salary. Box 818, Printers' Ink.

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Every effort is made to keep this index free of error, but no responsibility is assumed for any omission.

is being given a \$1,000,000 appropriation. This executive has made a trip to New York for the purpose of studying the situation and interviewing advertising agencies.

Several calls have been made over the Schoolmaster's telephone for the purpose of making appointments. The representative is having a difficult time getting anywhere with the agencies on the other end of the line. Only two instances have resulted in successfully reaching a major executive.

A recital of the reasons for wishing to speak to agency officers leaves the impression that telephone operators and secretaries take upon themselves the additional duties of passing upon new business. The fact that someone, over the telephone, asks for an appointment to discuss a \$1,000,000 account evidently just doesn't sound right. The further fact that the representative in this case happens to be a woman also challenges belief, because who ever heard of a woman shopping around with a huge account in her pocketbook?

Confused and exasperated, the Schoolmaster's visitor after a half hour's work, has succeeded in making three appointments before her train leaves.

♦ ♦ ♦

New Addresses

Country Life-American Home Corporation, New York, 444 Madison Avenue. Street & Finney, Inc., 330 West 42nd Street, New York.

Jam Handy Picture Service, Inc., 230 Park Avenue, New York.

Henry Dreyfuss, designer, 501 Madison Avenue, New York.

Theis & Simpson Company, Inc., 605 North Michigan Avenue, Chicago.

Harry H. Farrell, package and product designer, 6 North Michigan Avenue, Chicago.

Jewish Examiner, New York office at 125 East 170th Street. Fred A. Rubinstein is in charge.

Freeman Lang's Sound Studios, 1343 North Gordon Street, Hollywood.

Daniel Starch and Staff, New England office now at 42 Quincy Street, Cambridge.

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Joins Fort Worth Agency

Carl Hagman, formerly with the Fort Worth, Tex., Star-Telegram, has joined the Hubbard Advertising Agency, of that city, as an account executive.

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BETTER PRINTING BETTER BUSINESS

No good business man, even in these days, would send out a salesman whose personal appearance did not properly represent his company. Yet, sometimes good business men forget that their printing represents them to their prospective customers more intimately than their salesmen.

It's because we know just how much BETTER printing means to BETTER business that we take such care and pride in doing the best printing. If you are interested in making your printing help you get more business, then you will be interested in seeing a Charles Francis Press representative. A phone call to MEDallion 3-3500 will bring an expert to discuss your printing problems.

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE

AT 34TH STREET

NEW YORK, N. Y.

MEDALLION 3-3500

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